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A profile of the home-based business sector within the City of Swan

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A Profile of the Home-based Business Sector within the City of Swan

December 2002



*Let's make
it happen*

Dr Beth Walker
Small and Medium Enterprise Research Centre
Edith Cowan University



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We acknowledge the participation of the following people as the key contributors in the completion of the project.

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All of the home-based business operators who responded to the survey.

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1.0. EXECUTIVE SUMMARY

Home-based businesses are the single biggest business cohort in Australia, accounting for 67% of all small businesses and 58% of all businesses [1]. Home-based businesses are not a new phenomenon but what is precipitating the current interest in this cohort is the dual factors of emerging new technologies and industrial restructuring. This is demonstrated on the one hand by technology making it easier to actually work from home, while at the same time job losses in traditional main-stream occupations are making self-employment more attractive. These and other reasons could account for home-based businesses being the fastest growing business sector with an annual growth rate in 2001 of 16%, compared to 11% for small business in general.

However there is still an overall lack of knowledge on basic issues such as the demographic profile of the owner-operator and the type of businesses they are operating, to more complex issues such as their aspirations for business growth. There are also two subsets within this grouping, that being businesses operating *at* home or operating *from* home, which gives even more diversity to the group. Whereas there are home-based businesses covering most industry categories, the majority of home-based businesses are in the service sector.

There are several urban myths surrounding home-based businesses (HBBs), such as most businesses being craft/artisan type operations or cottage industries carried out mainly by women, working on their own at the kitchen table for pin-money, on a part-time basis or as a temporary short-term measure until a 'proper' job comes up. This scenario has been referred to as "garage-based businesses". All of these assumptions infer that home-based business are not 'legitimate' or real businesses and that they in some way detract from businesses that

operate from commercial premises. The results of this study disprove most if not all of these urban myths and demonstrate that not only are home-based businesses legitimate business operations, they are also generators of real employment both for the owner-operators of the business and also for ordinary employees. The key demographic findings were:

- 70% of the respondents in the survey were men
- the businesses were operated on a full-time basis
- the business was the primary income source for both the household and operator
- over half (52%) had been in operation for between 6-20 years

It would be true to say that not every home-based business creates employment for others outside the ownership group, as the majority of the businesses (61%) were sole operators, however 33% of businesses employed between 2-4 staff in addition to themselves with the remaining 6% employing over 5 staff.

The reasons why people choose to work from home are varied, however four different groups emerged, the largest group being conservative in their business dealings and not prepared to take financial risks. Most of the respondents had modest growth plans with only 12% stating that they had intentions of moving from their home-base within the next 1-2 years. One group that emerged was referred to as the 'emerging', who were the business owner-operators that had been in business for the shortest length of time and were the group most likely to have expansion plans, some of which included moving to commercial premises. This is the group most likely to be receptive to business growth training.

The majority of respondents appeared to be content operating their own businesses, with the most commonly stated positive outcomes of home-based operations being flexibility, convenience and low overheads. However the main negative outcome was the isolation and always being at work. The City of Swan can play a big part in assisting HBBs to overcome the barrier of isolation by joining with other appropriate agencies ie the two local Business Enterprise Centres in providing networking opportunities and conducting targeted information sessions. This would be of benefit to home-based businesses and also other small businesses. By demonstrating that the council is pro-actively assisting all businesses, HBBs are more likely to remain in the area, and if they do intend to expand, may well move to commercial premises within a 'business friendly' council area.

Finally there was also lack of awareness on the part of the majority of HBBs of local regulations and legislation relating to the operation of a home-based business, as most stated that they had not had any dealings with the council. This is an issue that the Council might wish to address, as there does appear to be good will in the community for the council and its relations with this business sector, which the Council could use to its advantage.

2.0. RECOMMENDATIONS

- High level promotion by the City of Swan of the legitimacy of operation of home-based business as an acceptable local enterprise and as a potential employment alternative to mainstream employment. Other associated agencies might wish to partner with the Council to promote the value of self-employment.
- High level promotion by the City of Swan of the Councils' pro-active stance and encouragement of having certain businesses operating from home.
- High level promotion by the City of Swan of the economic and social importance of HBBs and the value that they bring to the community.
- Further development of a HBB strategy, written in plain English, that reiterates the City's acceptance of HBBs while also pointing out the businesses responsibilities.
- A dedicated HBB webpage within the City of Swan's portal.
- Development and continuous updating of a Swan HBB database so that an information loop can be established between the council and the businesses.
- Formation of a HBB networking "club" in association with the SRBEC, who would be responsible for the facilitation of monthly events.
- Targeting of potential growth HBBs and assisting them in their business development.

- Development of a mentoring program in association with the SRBEC or other agencies to help foster and encourage new HBBs.
- A dedicated HBB person within council as a first port of call, thus assisting new and existing HBBs with regulatory requirements.
- Encouraging the local chambers of commerce and business associations to embrace HBBs and promote the benefits of membership to this cohort, which would have value for both the businesses and the associations.
- In conjunction with relevant agencies the development of targeted business training in areas such as marketing, business planning, employment issues, time management.
- Further research into the lack of technology skills of HBB owner-operators and their attitudes to electronic business.
- The two local BECs within the City to promote their full range of services to existing HBBs in addition to the services provided to nascent businesses
- Promotion of the local business incubators as potential next steps for the cohort that does have plans to move out of home.
- Links on the home-based business webpage to local commercial real estate agents to assist potential expanding businesses to stay local.

3.0. HOME-BASED BUSINESS IN CONTEXT

Home-based businesses are a large subset of small business, yet little is really known about them, other than they tend to be very small (micro) businesses. There is an overall lack of knowledge on basic issues such as the demographic profile of the operator and the type of businesses they are operating, to more complex issues such as their aspirations for business growth. From a policy perspective both ends of the small business continuum (micro and larger small businesses) are important, because of the economic value that small business *per se* generates, as well as its social value to the community. Further “the opportunity to work from home reduces local economic leakage and improves employment self-sufficiency through the capture of consumption expenditure, which in turn facilitates sustainable local economic growth” [2, p.5].

- In terms of their economic importance, small businesses represent 85% of all businesses in Australia and of these, 1,162,000 small businesses or 67% were home-based. This therefore equates to 58% of all businesses in Australia being operated from home [1], making them the single biggest business cohort.

To clarify what is actually meant by home-based business, within this business subset there are two further classifications, which are, ‘businesses operated *at* home’ and ‘businesses operated *from* home’. These are Australian Bureau of Statistics (ABS) [1] definitions and are qualified as follows:

- ‘businesses operated *at* home’ is where most of the work of the business is carried out *at* the home(s) of the operator(s)

- ‘businesses operated *from* home’ is where the business has no other premises owned or rented other than the home(s) of the operator(s) [1, p. 80].

An example of a business operating at home would be a draftsman or consultant, who has a dedicated home office and who may see some clients at home but who predominantly communicates with clients electronically. An example of a business operating from home, would be self-employed trades people who conduct their work on site or at other people’s premises, and do not have other premises external to their homes.

One of the reasons why home-based businesses have been under-researched is they have often been assumed to be hobby or artisan types of businesses, operated in an *ad hoc* part-time basis and often out of the metropolitan area, thus not conforming to mainstream business, which is assumed to be primarily interested in exponential growth. There is some fundamental information lacking, such as:

- what sorts of businesses are actually being operated from a home base?
- what is the demographic profile of the operators?
- why do people chose home as their place of business operation?
- How much do they know about Council regulations?

In addition, are home-based businesses just ordinary micro businesses or are they different from externally operated businesses in aspects such as business aspirations? The results of this study will answer these questions and refute some of the urban myths that surround home-based business.

3.1. THE URBAN MYTHS

There are several urban myths surrounding HBBs, such as

- most businesses being craft/artisan type operations or cottage industries
- carried out mainly by women
- working on their own
- at the kitchen table
- for pin-money,
- on a part-time basis or as a temporary short-term measure until a ‘proper’ job comes up.

This scenario is what Stanger & Woo [3] referred to as “garage-based businesses”. All of these assumptions infer that home-based business are not ‘legitimate’ or real businesses and that they in some way detract from businesses that operate from commercial premises. The results of this study disprove most if not all of these urban myths and demonstrate that not only are home-based businesses legitimate business operations, they are also generators of real employment both for the owner-operators of the business and also for ordinary employees.

3.2. HOME-BASED BUSINESSES- WHY SO LITTLE PREVIOUS RESEARCH

As previously stated despite the large number of businesses that fall into this business category, home-based businesses have not been extensively researched in Australia as a discrete entity. There are some exceptions to this but these have often been done as ‘one-off’ studies that have not appeared to significantly influence policy, the exceptions being the studies conducted several years ago by the City of Casey in 1998 [4] and the City of Manningham in 1997 [5].

3.2.1. Past emphasis on Training Needs

- Most other studies reviewed only basic demographics and had a heavy emphasis on training [6; 7; 8; 9; 10; 11;12;13]. Even though most of the studies have focused on the training needs of HBBs there was little evidence of structured incorporation into strategic planning or planning for locational growth. Looking at only the training needs of HBBs presupposes that they actually want training and whereas it is clearly better to have people trained and equipped to operate their own businesses, often these very small businesses find it extremely difficult to find the time to engage in formalised training [14;15]. Therefore the people who would most benefit from assistance to grow their businesses are probably the people least likely to access these services.

In response to this lack of empirical evidence, the City of Swan commissioned the Small and Medium Research Centre at Edith Cowan University to conduct an intensive study into this business cohort. One of the City's core objectives is to provide "quality of life" to its residents and investors [16]. The City perceives that quality of life is determined by social, environmental and economic aspects and for each of these dimensions the City has or is currently developing strategic plans and programmes. This current research project is part of the broad agenda for economic development, which is described as "the process (encompassing activities undertaken, policies formed and programs) used by the City and other stakeholders to build and retain a competitive, diversified business environment capable of generating wealth and promoting employment for local residents and investors." [16, p. 5]. Economic development is further defined as business development and employment and learning.

As far as growth and home-based businesses are concerned, the City of Swan recognises that dedicated research into this specific business cohort is required in order to develop appropriate strategies and programs. More specifically, knowledge about issues that effect HBBs will assist it in rewriting the town planning scheme (e.g. to provide more flexibility for uses and types of spaces provided), build support services, networking and training, stimulate infrastructure and provide business premises.

3.2.2. Lack of Credibility and Difficulty of Identification

- Two further key reasons why there has been little dedicated research into this category of business is that firstly, although home-based businesses are important in terms of critical mass, they are perceived as less important in terms of revenue generated, compared to other sectors of the economy. This is because this sector is comprised predominantly of non-employing businesses who do not necessarily create employment and therefore secondary wealth creation. This has sometimes meant that HBBs have not been accorded any status as a real business cohort, which has in turn made them appear less ‘credible’ than other small businesses, regardless of the fact that they have often survived the rigors of business operation longer than small businesses that operate from commercial premises. Retail and hospitality are sectors that have short life spans, yet are perceived as legitimate because they are extremely visible, although not always viable.
- The second reason has been because of the difficulty of identification. The difficulty of actually identifying and gaining a representative sample is cited by most other studies that have been conducted into home-based businesses. One reason given is that often these businesses wish to remain obscure, possibly as they were potentially concealing themselves because of tax avoidance and legal and regulatory requirements. Whereas tax avoidance is a national pastime in most countries, the aspect of regulatory requirements

has implication at a local government level, given that this is the level of government in Australia charged with administering certain regulations. It is however almost impossible to find these businesses that are operating in the black or grey economy so the emphasis of this study is on businesses that have willingly participated and are therefore legitimate business enterprises.

3.3. HOW MANY HOME-BASED BUSINESSES ARE THERE?

Estimations vary as to how many home-based businesses there are. Studies have estimated that there is a business operating from between 8-12% of all households [8; 16; 18]. The most recent Australian Bureau of Statistics data [1] estimates the figure to be 778,400, however in reality this is somewhat of a guess. This is because of the number of businesses operating in the informal sector of the economy, which in this context is taken to mean the black or 'grey' economy [19]. Indeed the whole area of tax avoidance and the black economy in Australia is estimated to be worth anything from \$3.9 billion to as much as \$15.1 billion [20], which is also hard to confirm. What is clear is that home-based businesses make up a significant number of Australian small enterprises.

3.4. WHY THE REEMERGENCE OF HOME-BASED BUSINESSES?

The most recent ABS [1] data shows that the home-based business sector has an annual growth rate of 16% compared to an annual growth rate of 11% for small businesses in general. Studies conducted in Canada [21; 22], which is similar to Australia in aspects such as in population size and geography, show that the (re) emergence of home-based businesses can be attributed to four main reasons:

1. emerging new technologies
2. industrial restructuring
3. environmental pressures
4. entrepreneurial values¹.

3.4.1. Emerging New Technologies

- In relation to emerging technologies the effect of rapidly increasing technological advances make it much easier to work from home. The aspect of virtual work, e-work and tele-work is becoming more prevalent globally. This ease of operation has appeal to various types of people, especially people in remote locations, the physically disadvantaged who are not able to be employed in main-stream employment, and also women who are primarily in care giving roles. Women's ownership of home-based businesses mirrors their percentage ownership of small business ownership overall, which is currently 33% [1]. There is an historic association made between home-based work and women because of some of the types of enterprises that have traditionally been operated from home, such as craft/hobby industries. What technology has done is to open up the possibility of working from home to a much wider audience. It has also given small businesses the ability to compete in a much bigger marketplace. Home-based businesses are ideally suited to exploit technology to increase their business.

¹ These reasons are not just restricted to home-based businesses, as they are also similar to the factors mentioned for the rise in self-employment *per se*, however home is often the location from where new businesses initially start.

3.4.2. Industrial Restructuring

- Industrial restructuring, in particular downsizing, correlates strongly to the environmental pressures. General industry restructuring has lead to less secure paid employment for most workers, which therefore exacerbates an overall need for both income and job security to be gained from alternative sources. This makes the option of self-employment a more attractive option in some instances, however self-employment or ownership of a small enterprise is not a suitable option for all people. People who are forced into self-employment have been referred to as either 'distressed' or 'reluctant' entrepreneurs [23; 24]. These are small business owners who do not really want to be in business for themselves and are simply buying their employment.

3.4.3. Environmental Pressures

- Environmental pressures are also impacting on societal values and as Rowe, Haynes & Bentley [25, p. 384] point out, "It now takes two workers in a family to maintain a decent standard of living, consequently more than 60% of all US households depend on two incomes". They further hypothesize, "... home-based work provides an effective way in which to balance the demands of paid employment and family responsibilities, particularly for women" [25, p. 384]. The situation is similar in Australia today.

3.4.4. Entrepreneurial Values

- In relation to entrepreneurial values, Australia has always displayed a tendency to be both innovative and entrepreneurial. This could well be a reflection of our geographic isolation but given the large proportion of self-employed people, the tradesman with a ute and the

dog on the tray are the epitome of a large proportion of the Australian workforce. The Australian “give it a go” philosophy is very much entrenched in the work culture.

Given the Australian work culture home-based business could be a suitable work option for some people. What this study sought to discover was whether there were different types of people who choose self-employment in the first instance and why they choose to operate their businesses from home. Establishing these facts would allow the City of Swan to benchmark the current status of home-based businesses within their boundaries and develop policies to both assist ‘content’ business to continue to be productive and assist the owner-operators of potential growth businesses to develop their entrepreneurial skills.

4.0. SCOPE OF THE STUDY

The economic and social importance of small business to local communities is well documented, as people are known to spend money where they live and work. Therefore it is in the Council's interest to support existing home-based businesses to stay where they are and to encourage certain types of businesses to start from the relative security of a home-base.

Council also has a role to play in encouraging potential growth HBBs to move to commercial premises while still staying close to home, and by default within the Council's boundaries. If HBBs are to be encouraged and assisted to grow then some basic information is required concerning their operations and the motivations and aspirations of the owner-operators. The key terms of reference were as follows:

- To map the nature and extent of home-based businesses within the City of Swan and the demographic characteristics of the owner-operators
- To ascertain the level of knowledge and awareness by home-based business owners of legislative requirements regarding home-based operations
- To ascertain the future plans and aspirations of these HBBs and to gauge in percentage terms how many were likely to move from being home-based to externally based
- To recommend appropriate strategies to the City of Swan to promote and facilitate the development of home-based businesses

5.0. METHODOLOGY

The study combined both qualitative and quantitative methodologies, which culminated in an extensive postal survey. In the initial stages in-depth interviews were conducted with approximately 30 home-based business owner-operators to gain some insight into their business operations and how they felt about operating a business from their home. One of the interesting aspects of this research project was that the interviews were conducted very much *in situ*, therefore the interviewer could get a real understanding and a feel for the business situation. A survey was developed from the interviews which took into account similar surveys that had been conducted previously.

There are inherent problems with surveying any small business, often because of the lack of time that the operators have and also the distrust that some small business owners have of anything that has an association with 'authority', especially government agencies. To overcome some of the resistance, the replied-paid envelope was returned to the principal researcher at the university address, and not to the City of Swan. In addition actually locating the businesses is a habitual problem, as there is no one complete register of small businesses *per se*. The researchers were fortunate in that the City of Swan had an existing database of home-based businesses, which had been derived using a combination of other business databases and clients from the local Business Enterprise Centre. As is the case with all databases, the accuracy was not assured, therefore the initial database of 1369 entries was qualified, that is the details were verified.

There had been some prior screening of the database so in total 1289 entries were contacted by telephone. The purpose of this was threefold, firstly it checked if the business still existed, secondly, it gives the opportunity to personally appeal to the business owner to complete the

survey, and thirdly it verifies detail such as postal address. This qualification methodology has been demonstrated to produce a high response rate, as not only is the business owner expecting to receive a survey, they have already agreed to complete it, thus omitting any elements of surprise.

There were a large number of businesses that were either no longer operating or were not at the telephone number given. Given the time restraints potential businesses were not attempted to be contacted more than twice and no telephone calls were made in the evening, so there could well have been businesses who were missed. However most telephone numbers which had answering machines also gave mobile telephone numbers, so these additional numbers were followed up. There was a small percentage of people who declined to participate.

In total 454 surveys were sent out. There were initially 160 surveys returned and after a reminder postcard was sent out, a further 38 surveys were received. This gave a total of 198 responses, of which 194 were useable, thus giving an overall response rate of 43%, which for a postal survey of small businesses is extremely high.

Even though the final response rate was good, it must be acknowledged that the actual number of responses were not large, therefore care must be exercised in assuming that the results are an absolute reflection all of HBBs in the Swan area. However, there were sufficient responses to conduct inferential statistical analysis. It should also be noted that prior to the surveys being sent out, the City of Swan did several press releases in the local newspapers to inform residents of the study and its purpose, which also meant that the home-based business owners who noticed the articles would have been aware of the study.

6.0. RESULTS

The results have been divided into four sections, the first section gives a broad overview of the personal characteristics of the owner-operators of home-based businesses. The second section describes the actual profile of the businesses, including structures, hours worked, number of employees, and length of time in operation. The third section details why the owner-operators choose to go into business in the first instance and why they decided to operate from home. The fourth and final section details their future plans for their businesses and the implications for council.

6.1. SECTION 1 - BASIC DEMOGRAPHICS OF THE OWNER-OPERATORS

Only very broad demographic information was requested, as the focus of the survey was to ascertain details about operational aspects of home-based businesses, however the businesses themselves cannot be seen in isolation from the owner-operator. This is because so many of them are non-employing businesses that for many the owner-operator is "*the business*".

- The gender ratio was 30% women to 70% men, which is comparative to the latest ABS [1] figures of 32:68.
- Age and educational attainment are shown below with comparisons to the ABS data. Whereas this study ascertained more specific age information than the 3 very broad age categories, what is interesting is the small percentage of HBB under the age of 30.

Age	ABS	City of Swan
<30	12%	5%
30-40	58%	26%
41-50		32%
51-60	30%	26%
>60		11%

- The educational attainment for this cohort is somewhat different from the ABS data in that there were similar numbers at the lower level, but more people with certificates or diplomas and less with university qualifications. This could be because over half of the sample were in trade related industries, which normally require a certificate or some acknowledgement of skill attainment, usually gained via the TAFE sector and not the university sector.

Educational Attainment	ABS	City of Swan
Secondary school only	41%	43%
Certificate/diploma (TAFE)	38%	46%
University degree	21%	11%

The other demographic information gathered was that:

- the majority of the respondents were either a couple or a family with children (92%)
- 60% had children, of which 2/3^{rds} (67%) were dependent (under 16 years of age)

6.2. SECTION 2 - BUSINESS PROFILE OF SWAN HOME-BASED BUSINESSES

6.2.1. Business Categories

Home-based businesses cover all different types of business, but predominantly they are in the service types of industries. The sample was divided into 7 categories, listed below

- trades people (plumbers, builders)
- personal services (cleaning, childcare, hairdressing)
- business services (accountants/bookkeepers, computer related activities, consultants, trainers)
- retail and wholesale
- transport (coach charters, taxi drivers)
- manufacturing
- leisure and entertainment (disc jockeys, singers)

Trades people made up exactly 50% of all respondents, followed by personal services (15%) then business services (14%). The remainder were a combination of the other 4 categories.

6.2.2. Business Structure

The majority of the sample (98%) were independently owned and operated businesses, who had started the businesses themselves, as opposed to purchasing an existing businesses or inheriting the business. In relation to legal structures:

- 42% traded as sole proprietors or in a legal partnership
- 33% were proprietary companies
- 25% were trust companies

Of the businesses that were in partnerships, 85% were in partnership with their spouse, 10% with a family member and the remaining 5% with a business colleague.

6.2.3. Length of Operation

- One of the urban myths was that HBBs were only temporary businesses being operated till a proper job came along. The figures show that relatively few HBBs have been in operation for a short time and others had been in operation for many years.

Length of operation	
< 1 year	2%
1-2 years	4%
3-5 years	27%
6-10 years	28%
11-20 years	24%
>20 years	15%

6.2.4. Hours Worked

- Over half (51%) of all respondents worked in their business on a full-time basis (41 hours or more); however in the lower hours bracket women worked slightly less hours than men. The accurate comparison with ABS data is again somewhat difficult but it would appear that at the other end of the hours spectrum more of the respondents in this sample were working much longer hours, irrespective of gender.

This perhaps highlights that operating a business is extremely time consuming, given that 1/3rd of the respondents stated they worked more than 50 hours a week in their businesses. In addition, as the majority of the respondents were non-employing businesses, they were in effect ‘jacks of all trades’ and were therefore having to do all jobs associated with the operation of a business, such as all of the administration, a task that is often done out of conventional work hours. The table below shows comparative data for hours worked.

Hours worked	ABS	(all CoS respondents)	Women only	Men only
<10	14	9%	12%	8%
11-20	10	12%	19%	9%
21-30	10	10%	10%	10%
31-40	50	18%	15%	20%
41-50		18%	10%	22%
51-60	16	16%	17%	15%
>60		17%	17%	16%

6.2.5. Number of Staff Employed

- The issue of whether small businesses are true creators of employment is often debated. Given that the majority (69%) of small businesses and therefore most home-based businesses are actually non-employing businesses [1], HBBs may not be creating many jobs for anyone other than the owner-operator.
- However self-employment can be deemed as job creation if these owner-operators would not be employed in other ‘mainstream’ employment and that their self-employment means that they are not dependent on other means, such as government agencies for support.

- The figures from this study show that whereas the majority (61%) of businesses do not employ any staff, one third does, therefore home-based businesses as a group do contribute to job creation and consequently to the economy as a whole.

Number of employees	Full-time
1 person (the owner-operator)	61
2-4 staff	33
5-10 staff	5
>11 staff	1

6.2.6. Source of Household and Personal Income

- In order to see if these home-based businesses were economically significant, respondents were asked if the business was their households and their personal principal source of income. The two tables below shows total respondents and also numbers by gender. The figures show that for half of the women, the business was their householders' primary income source, with a higher figure for men.
- For the majority of both women and men, these businesses were their primary personal income, which would indicate that home-based businesses are not operated as secondary income sources for either men or women, which is also reflected in the hours that the businesses operate.

Households primary income source	All respondents	Women only	Men only
yes	64%	50%	72%
no	34%	50%	28%

Primary personal income source	All respondents	Women only	Men only
yes	85%	82%	84%
no	15%	18%	14%

6.2.7. Dedicated Workspace Within the Home

The legitimacy of HBBs often revolves around having dedicated workspace. One of the main problems identified by other studies and mentioned in the interviews was the difficulty of separating work and home. Some interviewees mentioned that they had had to make very conscious decisions about trying to separate and balance their work and family lives and others talked about initial difficulties of getting family and friends to realise that operating a business from home did not mean that they were available for social interaction during the day.

Whether people do consciously make space for their business is an indication of their seriousness and does indeed legitimatise the operation. One interviewee stated that they had remodeled the house so that there was a separate office entrance and that they essentially lived ‘above the shop’. There were 3 questions dedicated to this area.

Dedicated work space for the business activity	
Yes	90%
No	10%

Convert an existing room	
Yes	45%
No	55%

Build an additional room/workspace	
Yes	23%
No	77%

- These answers would indicate that the vast majority do have dedicated workspace and furthermore have made conscious and presumably financial outlays to develop business space within their homes.

6.2.8. Knowledge of Legislation Relating to Operating a Home-Based Business

The respondents were asked questions about whether they had had any dealings with the City of Swan in relation to their home-based business:

- 29% stated that they had had direct dealings with the City regarding their business
- only 37% stated that they were aware of the Councils guidelines for HBBs.

Some of the comments written on the survey said that they were not aware there were any regulations, or that they didn’t think regulations applied to their business or they had never received any information from the council. However what might be the case with these particular questions is that even though the surveys were confidential, respondents were given the opportunity to win a \$250 voucher, which required them to fill in their names and addresses, therefore some respondents might have been cautious about declaring their knowledge or lack of it, on some issues relating to legislation.

6.2.9. Use of Technology

Electronic communication is part and parcel of everyday life and electronic commerce is becoming increasingly part of general business. One of the advantages previously mentioned of being able to operate a business from home is the availability of technology to facilitate some operations. Respondents were asked if they used the internet for business purposes and whether they had either a business email address or a business webpage.

- The results here show that over half (61%) had a business email however very few (19%) had a business webpage, which is extremely low compared to ordinary small businesses.

Use of the internet for business	
yes	63%
no	34%

The business has a email address	
yes	61%
no	39%

The business has a webpage	
yes	19%
no	81%

A recent study of businesses in metropolitan Western Australia reported that 75% currently had a business email address, with the majority that did not, intending to acquire one within 2 years. 41% of these businesses had a business webpage, with again the ones that did not, expressing intention to do within a short timeframe [17].

- The fact that HBBs are not embracing electronic commerce could be detrimental to their businesses. This is an important issue as technology can, in part, produce ‘a level playing field’ by helping to alleviating some of the issues that are mentioned as negatives to operating a business from home, for example credibility.

6.2.10. Amount of Business to Business (B2B) Activity and Location of Customers and Suppliers

Two aspects of business operation that were of interest to the Council were how much trade the HBBs created locally, that is, how much was business to business (B2B) or business to consumer (B2C) and whether customers and suppliers were locally based. A recent study of businesses in a discrete metropolitan Western Australia area (17) reported that whereas nearly 50% of their trade was with other businesses (B2B) less than 10% of that business was conducted locally, that is within the location of the industrial precinct.

Compared to that study, the results here show that HBBs were servicing the general public more so than other businesses, as well as a combination of both the general public and business. This is in keeping with the business mix, which had a significant number of service businesses.

Customer Mix	
Other businesses (B2B)	30%
The general public (B2C)	33%
Combination of business and the public	37%

In regard to the location of the suppliers and the customers of the HBBs, a significant proportion had both customers and suppliers that were reasonably close to home. As the

geographic area surveyed included semi-rural locations, having customers and suppliers within a 20 km radius of home, should be considered to be trading locally. Given that one of the competitive advantages of HBBs is the value they bring to their location, it can be seen that nearly half (42%) do use local suppliers. The figures are lower for location of customers, however as a significant proportion of the sample were service providers, these businesses would simply go to where the work was. They do however have discretion as to where they in turn purchase their own goods and services, which does indicate a willingness to trade locally. As would be expected very few (1%) were exporting goods or trading out of the state (2%).

Location of customers	
Within 10km of home	7%
Within 20km of home	17%
All over Perth	55%
All over WA	18%
Eastern States	2%
overseas	1%

Location of suppliers	
Within 10km of home	21%
Within 20km of home	21%
All over Perth	46%
All over WA	3%
Eastern States	6%
overseas	3%

6.2.11. Business Assistance and Membership of Associations

As mentioned previously the majority of home-based businesses are sole operators and because of that they have to be experts in all facets of business operations. One of the problems with that is knowing what you don't know and then knowing where to get the help and advice needed.

- Whereas the majority of respondents were aware of Business Enterprise Centres, only 25% had been in contact with the local Business Enterprise Centres, which begs the question of where the other 75% went to seek advice.

The most common form of business assistance utilised by small business is accountants, however the BECs have an important role to play in assisting in local small businesses, especially HBBs, as their isolation makes them more vulnerable. In addition the local chambers of commerce and business associations are not utilised by this business cohort, with only a very small percentage (8%) being members of local associations.

The main reason given is because they either feel they are too small or have nothing to give. This means again that they are not availing themselves of 'free' advice. The respondents were more inclined to belong to their professional associations than business associations but still not in great numbers. The following tables give the percentages for associations membership and use of local BECs.

Member of local business association	
yes	8%
no	92%

Member of a professional association	
yes	30%
no	70%

Familiar with Business Enterprise Centres	
yes	65%
no	35%

Ever used a Business Enterprise Centre	
yes	25%
no	75%

This lack of utilisation of available business assistance could be because the respondents were already skilled in operating a business. However only 27% stated that they had undertaken any formal business training prior to starting their own business. The obvious question is why did they choose to start the business in the first place and why did they choose to operate it from home?

6.3. SECTION 3 -WHY THEY STARTED THE BUSINESS IN THE FIRST PLACE AND WHY THEY OPERATE FROM HOME

The reason why people go into business or become self-employed in the first place often determines how successful they want their business to be, this is in relation to turnover and

size, as determined by number of employees. Secondary to initial motivation is the decision as to where the business will be operated.

There has historically been two very broad reasons why people choose to start their own businesses, which have been referred to as either 'push' or 'pull' rationale. Push being reasons that are often externally driven which the person has little or no control over, such as redundancy and pull being reasons that are often internally driven, such as a desire to be ones own boss and to use acquired skills and competencies.

In order to see if there were any commonalties with this sample, factor analysis, a statistical procedure for grouping multiple items into smaller groups, was conducted on 14 of the items (questions) asked in the survey. The individual results are shown in the full result section at the end of the report. Four different categories emerged as to the start-up motivations of these HBBs. These were:

1. personal internal reasons
2. family balance reasons
3. financial reasons
4. negative external reasons

6.3.1. Personal Internal Reasons

- The first category, personal internal and the one with the highest mean scores, were derived from the HBBs whose motivation for starting their own businesses would be classified as being personal internal, which included wanting to be ones own boss, seeking personal challenge, personal development and recognition.

6.3.2. Family Balance Reasons

- The second category were the group which sought family balance, such as being able to balance work and family and who were seeking a more flexible lifestyle. These are the reasons that women were traditionally assumed to be motivated by.

6.3.3. Financial Reasons

- The third category were people who chose self-employment for financial reasons such as to make lots of money or financial security. Men were traditionally assumed to be more motivated by financial factors than women.

6.3.4. Negative External Reasons

- The final category were people who went into business because they had been either made redundant or could not find suitable employment or to avoid low paid employment. These reasons were also often thought to be the reasons why women chose to start their own businesses.

Based on the questions asked, the first three categories would be classified as being pull motivations and only the last category 'negative external' would be classified as a push motivation.

The mean scores of the respondents that fell into each of these categories is shown below. The mean scores are derived from a 6 point scale with anchors of strongly disagree (1) and strongly agree (6), therefore the closer to 6, the higher the score.

Groups	N	Minimum	Maximum	Mean
Factor 1 - start-up: personal internal	194	1	6	4.72
Factor 2 - start-up: family balance	194	1	6	4.02
Factor 3 - start-up: financial	194	1	6	3.34
Factor 4 - start-up: negative external	194	1	6	2.25

In relation to gender on these four factors:

- women were more likely to cite family balance reasons than men
- men were more likely to cite financial reasons than women
- no differences between men and women on negative reasons or on personally motivated reasons

This would appear to show that the women in the sample were still their families primary care provider, which is consistent with the general population, and that men are still assumed to be the main breadwinners within a family unit, so again mirroring the general population. It should be noted again that even though the women in the sample did not state financial rationale as the motivation to start their businesses, 50% of the businesses that were operated by women, were their householders primary income.

The secondary point of why the businesses are being operated from home determines both the level of assistance that the operators might require and also how receptive they might be to utilising assistance. Factor analysis was again used to reduce the 15 items (questions) that related to why the respondents operated from home, into smaller categories. The individual results are shown in the full result section at the end of the report. From the factor analysis four different categories emerged identifying the different rationale for operating a HBB.

These factors have been termed:

- Operate from home rationale - risk averse
- Operate from home rationale - convenience
- Operate from home rationale - contented
- Operate from home rationale – emerging

6.3.5. Operate From Home Rationale - Risk Averse

The group with the highest mean score were the group referred to as “risk averse”. These are HBB operators who do not want the financial pressures associated with operating businesses in commercial premises or are businesses that do not generate high margins from their work. These are often service types of businesses where it is more difficult to gain leverage in order to grow the business. The following comment made by one of the interviewees describes this group.

We've had the business for about 4 years now, its pretty tough at the moment, and the GST didn't help. Everyone is down on margins and there is no fat in jobs today. We can survive because we keep overheads to a minimum, I get my wife to help with the books and really can't ever see the business growing to such a size that we would need to move out of this home office to somewhere else, besides, why take on more debt than you need, its hard enough as it is will all the taxes that small business has to pay.

6.3.6. Operate From Home Rationale - Convenience

The second group, “convenience” are HBB owner-operators who like the freedom of working from home, appreciate the lower running costs, had space available and use technology to assist them, they also need to balance work and family. The following comment made by one of the interviewees describes this group.

I am happy to work from home, I did share office space with a couple of other guys who were doing the same sort of work as me, but I was paying out rent and didn't really get any benefits. Drafting has changed so much over the years that the CAD programme I have now is so quick and being able to work via the internet means I don't actually need to even see clients anymore. I know one guy who does work for someone in the Middle East that he has never seen.

6.3.6. Operate From Home Rationale – Contented

- The third group, “contented” are HBB operators who want to stay small, have little or no growth aspirations and have no need to ever move out of home. These businesses are sometimes being operated on a part-time basis or as secondary income streams for the households. As one interviewee stated

I've been operating my business from home for about 20 years now. My wife works with me on a part-time basis. I was always going to be my own boss, I suppose when I did my training I was just doing my time so to speak. I could move to commercial premises but why bother, I don't need to, I don't even need to see the clients any more I do just about everything on line, its great.

6.3.7. Operate From Home Rationale – Emerging

- The final group “emerging” are HBB operators who are either just starting and testing the market, may have developed the business from a hobby or see home as a temporary measure.

My husband has got a couple of businesses, which he runs from upstairs and we saw the gap in the market for this type of service. Swan is a growing tourist area so I thought I'd give it a go. We did the market research before hand so hopefully it is going to work, bookings have been pretty good, considering its our first year. I'm not sure we would ever need to move from home as we have so much space here as you can see, the only thing would be credibility.

As with the previous set of factors, the mean scores of the respondents that fell into each of these categories is shown below. The mean scores are derived from a 6 point scale with

anchors of strongly disagree (1) and strongly agree (6), therefore the closer to 6, the higher the score.

Groups	N	Minimum	Maximum	Mean
Factor 1 – Risk averse	194	1	6	4.56
Factor 2 – Convenience	194	1	6	4.46
Factor 3 – Contented	194	1	6	4.31
Factor 4 – Emerging	194	1	5	1.80

What the results show is that:

- The smallest group is the emerging group, which is in line with the length of time that most of the businesses had been operating.
- Most of the businesses owners were conservative in their business thinking.
- Owning and operating a small business is difficult at any time, so with additional external burdens, such as changes in taxation, operating from home can help overcome some of the costs involved and keep low margin businesses afloat.
- The longer they had been operating from home, the less likely they were to move to external premises.

6.4. SECTION 4 - THEIR FUTURE PLANS AND IMPLICATIONS FOR COUNCIL

What the future intentions of this business cohort are have implications for Council from both an economic and planning perspective. Micro businesses have been perceived by many politicians as being “ the seedbeds of innovation and entrepreneurial activity” and given that the majority of micro businesses start out as home-based businesses, then it is important to know how true this statement is.

6.4.1. Future Plans

What the owner-operators future plans are for their businesses is vital for Council to know and understand if they wish to be pro-active in assisting home-based businesses to grow their businesses, especially if expansion means moving out of home to either an incubator or general commercial premises. In relation to how commercial premises are chosen, research shows that people prefer to work close to where they live, therefore people who live and operate HBBs within the City of Swan who are planning on moving to commercial premises are more likely to seek those premises within the locality [26; 17].

- The main future plan for the majority of the businesses was to stay home-based (88%) meaning that they have no intention of moving to any other premises. This is not to say that they did to want to grow their businesses, but in keeping with the conservative nature of most of the business owner-operators this growth was to be achieved whilst staying home-based.

Growth plans over the next two years were as follows:

- 40% stated that they were thinking of investing in new equipment
- 25% stated they were thinking about taking on staff or more staff
- The remainder (35%) had no plans other than to continue at the same rate indefinitely
- Only 12% had plans to move to commercial premises

Although the percentage that had plans to move was small (numerically 22 actual businesses) these potential movers were also the newer businesses, which would indicate that the longer a

business stayed at home, the less likely they were to ever move. This makes this group, the emerging, the most likely group to target for any assistance programmes related to moving out of home.

6.4.1.1 Incubators as the next step

- What emerged from the personal interviews and from another recent study [27] was that the majority of owner-operators did not know what an incubator was and therefore did not know that there was incubator space located within the City of Swan. The option of moving to an incubator as a first step out of home was not given as a defined option in the survey and no respondents mentioned it in the open sections.

6.4.2. Implications for Council

What the results show regarding the rationale for operating from home and the future growth aspirations of the businesses, is that the majority of the sample were conservative in their business operations and aspirations. In addition most operated their businesses from home because it was easy and convenient to do so and they were happy for that situation to continue indefinitely.

- This is obviously a reflection on current Council policies towards HBBs not being too restrictive or not being heavy-handed in its overall approach to dealing with HBBs. More could be made of this in relation to promoting the Council in a positive light and how they have a flexible approach to dealing with this growing sector of the business community.

- The group referred to as the ‘emerging group’ were the newest HBBs and were the minority of businesses. This is the group that are more likely to move from their home to external premises, (which was a question asked in the survey).

This has policy implications. If the majority of businesses are unlikely to move, then they need to be fully accepted, embraced and worked with, so that they contribute fully to the community. Given that some businesses have been operating from home for over 20 years, they are not there for short term.

6.4.2.1. What would happen if current legislation changes

In the personal interviews, the question was asked as to what they would do if they were unable to operate from home, due to stricter council legislation. If they could not operate from home, the majority of interviewees said that they would not move to external premises and would either:

- just sell up
- simply cease
- become less visible

This simply ceasing would be a real possibility for some, as service type businesses have little to sell in the way of assets, given that their main asset would be the family home. The other option, which is a worst case scenario from a council perspective, is that the owner-operators stated that they would go ‘underground’, meaning that they would continue to operate their businesses but might scale down and not declare income.

There are clear ramifications if this course of action was taken, which would not just impact at a local government level. Given that a considerable number of these businesses are the full-time occupation of the owner-operators and their households primary income source, any legislation that restricts their current operation would be detrimental to the people involved in the businesses and their local community. No one mentioned moving to another council locality.

6.4.2.2. How Council can assist home-based business

In relation to how the City can best assist these different cohorts, help can be offered to all businesses, although in reality the group that would be most likely to want to move to commercial premises are the group referred to as the emerging.

- As a significant number of the operators have no prior business experience nor had undertaken any formal business training (73%), this would seem to be an area that assistance could be given. This could be done by assisting in the running of information sessions regarding the basics of operating a small business in general, and a home-based business in particular, and adding value by including issues specific to the City of Swan, such as legislative issues. The actual training sessions should be conducted by relevant agencies including the BECs, with City of Swan staff giving information on the specific legislative issues.
- Being very pro-active in its acceptance of home-based businesses as legitimate businesses, given the absolute numbers and acknowledgment that HBBs are a permanent feature within a local community.

- Accepting and encouraging these enterprises to continue to operate viable businesses would mean that the owner-operators are less likely to need or want to go back into mainstream employment, thus freeing up employment opportunities for people who have no desire to be self-employed. In addition, if over time they develop good business skills, via Council initiatives, they might also become future employers, who are then likely to draw their staff from the immediate local community.

What needs to be acknowledged is that it is economically and socially prudent to have people remain in the community and therefore if one option is to allow people to operate certain types of businesses from their home, then the community benefits. A strong home-based business sector has the dual benefit of contributing to the economic wealth of a community and its social capital. It is known that people prefer to shop, socialise and transact close to where they live, therefore not only does the money stay within the local community, there is the potential to foster healthy businesses which in turn can create local employment opportunities. Further, home-based businesses can help in the development of social capital through the progressing of a sense of community, thereby enhancing resident's attachment to an area [28; 29; 30].

- As HBBs physically out-grow their residential address they are more likely to relocate to commercial premises within five to ten kilometres of their residence, retaining the benefits to the local economy as described above [26; 17].

A comment from one of the respondents perhaps sums up the community importance of home-based businesses:

“I am the neighbourhood watch, the safety house, the people in my street like the fact that I am here all day”.

- There does however need to be guidelines as to the types of businesses that are acceptable to be operated from home, as quite clearly some types of businesses, such as manufacturing are not suitable. However given the rapidly increasing technological advances more and more business operations will be able to be conducted away from the traditional work places, therefore working from home will continue to increase.

7.0. THE POSITIVES AND NEGATIVES OF OPERATING A HOME-BASED BUSINESS

Given the enormous number of businesses that operate from a home-base there are obviously benefits and down-sides for the owner-operators. The final questions that home-based business owners were asked were what were the best and worst aspects of being home-based.

- It would be fair to say that even though there were many positives, there are also many negatives, although overall the aspect of being self-employed and working from home appears to out-weigh paid main-stream employment for some people.
- It should be emphasised that operating a business, whether from home or from external premises is not suitable for everyone, mainly because of the many difficulties listed in the negative section below. What was not mentioned but is known from previous studies is that lack of planning is a significant factor in the failure of businesses, therefore operating a home-based business is the same as any business, and requires forwarding thinking and planning.

7.1. POSITIVES

The most commonly expressed views about the best thing about working from home were, the:

- flexibility
- convenience
- freedom
- lifestyle
- money
- autonomy

- low overheads
- being around for family
- no driving/wasted travelling time

7.2. NEGATIVES

The most commonly expressed views about the worst thing about working from home were, the:

- isolation
- long hours
- lack of interaction with others
- always at work
- always on call/at the end of the telephone
- no work mates
- lack of family time
- red tape, administration
- having strangers in your home
- credibility

What was perhaps the most telling comment in the negative section was that 17% of respondents stated “Nothing”, which implies that despite all of the difficulties there are many people who very much enjoy being in a home-based business.

Viva home-based business

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Please answer the following questions about your current home based business. If you are operating more than one business from home, answer for the one that you get the most income from.

Your Business

1. What is your business? (eg. management consultant, cabinet maker, *please be as specific as possible*)

2. What suburb are you currently operating your home based business from?

3. Is your current home-based business: (*please tick one box only*)
☐ owned and operated by you
☐ A franchise (eg Jim's Mowing)
☐ Other (please specify)

4. How many hours a week on average do you currently work in the business? _____
5. Is this business your **households** primary source of income?
☐ Yes ☐ No
6. Is this business **your** primary source of income?
☐ Yes ☐ No
7. Did you:
 - ☐ start this business from scratch
 - ☐ buy an existing business
 - ☐ inherit this current business?
8. What is your business structure? Are you a:
 - ☐ sole trader *please go to question 10*
 - ☐ partnership
 - ☐ Company
 - ☐ trust ?
9. Who are you in business partnership with?
 - ☐ Husband/wife/defacto
 - ☐ other family member
 - ☐ business colleague
 - ☐ other
10. How long has your current home-based business been operating?
 _____ Years
11. Has your current business always been home-based?
 - ☐ Yes *please go to question 13*
 - ☐ No
12. If your business wasn't always home-based, why did you move?

13. How many people work are currently working in this business (**including** yourself)?
 _____ Full-time
 _____ Part-time
14. Are you a member of any business associations, i.e. Swan Chamber of Commerce, Bullsbrook Chattering Chamber, Malaga Business Associations etc?
☐ Yes ☐ No (if yes which association/s)

15. Are you a member of any professional associations? (ie Chartered Accountants, Master Builders etc that are not locality based)
☐ Yes ☐ No (if yes which association/s)

Your Customers/Clients

16. Where are the **majority** of your customers located? (*please tick one box only*)
 - ☐ Within a 10km radius of your home
 - ☐ Within a 20km radius of your home
 - ☐ All over Perth
 - ☐ All over Western Australia
 - ☐ The Eastern States
 - ☐ Overseas
17. Are your current customers mainly:
 - ☐ Other businesses
 - ☐ The general public
 - ☐ A combination of both

Your Suppliers

18. Where are the **majority** of your suppliers located? (*please tick one box only*)
 - ☐ Within a 10km radius of your home
 - ☐ Within a 20km radius of your home
 - ☐ All over Perth
 - ☐ All over Western Australia
 - ☐ The Eastern States
 - ☐ Overseas

SECTION 2 ♦ REASONS FOR INITIALLY GOING INTO BUSINESS

Please show how much you agree with **EACH** of the following statements by circling a number for each line eg; 1 2 3 4 ⑤ 6. It is **very** important that you respond to each statement.

<i>I went into business...</i>	Strongly disagree					Strongly agree
19. To be my own boss	1	2	3	4	5	6
20. For a more flexible lifestyle	1	2	3	4	5	6
21. For personal challenge	1	2	3	4	5	6
22. For personal development/recognition	1	2	3	4	5	6
23. To use my experience and knowledge	1	2	3	4	5	6
24. Because of resignation from previous job	1	2	3	4	5	6
25. Because of the lack of opportunity for advancement in previous job	1	2	3	4	5	6
26. Because I was made redundant	1	2	3	4	5	6
27. To avoid low paid employment	1	2	3	4	5	6
28. To make lots of money	1	2	3	4	5	6
29. To achieve financial security	1	2	3	4	5	6
30. Because I saw a business opportunity/gap in the market	1	2	3	4	5	6
31. To balance work and family responsibilities	1	2	3	4	5	6
32. Because I couldn't find suitable employment	1	2	3	4	5	6
33. Other (<i>please state</i>)	1	2	3	4	5	6

SECTION 3 ♦ REASONS FOR OPERATING YOUR CURRENT BUSINESS FROM HOME

Please show how much you agree with **EACH** of the following statements by circling a number for each line eg; 1 2 3 4 ⑤ 6 It is **very** important that you respond to each statement

<i>I operate my business from home because...</i>	Strongly disagree					Strongly agree
34. The overheads are lower	1	2	3	4	5	6
35. My type of business does not require other commercial premises	1	2	3	4	5	6
36. I had available space at home	1	2	3	4	5	6
37. The business started as a hobby and has just grown/evolved	1	2	3	4	5	6
38. Working from home is a temporary measure till I get more established	1	2	3	4	5	6
39. I like the freedom	1	2	3	4	5	6
40. Technology allows me to work from home	1	2	3	4	5	6
41. I need to balance family and work	1	2	3	4	5	6

		Strongly disagree					Strongly agree
42.	The business cannot afford to pay additional overheads	1	2	3	4	5	6
43.	I like the convenience	1	2	3	4	5	6
44.	I am just starting so am testing the market	1	2	3	4	5	6
45.	I don't like/want the pressure of having to pay rent or a 2 nd mortgage	1	2	3	4	5	6
46.	I want to stay small so do not need bigger premises	1	2	3	4	5	6
47.	I have always worked from home	1	2	3	4	5	6
48.	I am a subcontractor and still do the majority of my work for my previous employer	1	2	3	4	5	6
49.	Other (please state)						

SECTION 4 ♦ FUTURE PLANS FOR YOUR CURRENT HOME-BASED BUSINESS.

What are your future plans for your business for the **next** 1-2 years? *Please answer all questions*

50. To stay at home and continue at the same rate indefinitely ☐ yes ☐ no
51. To stay at home and increase the business turnover without employing anyone else ☐ yes ☐ no
52. To stay at home and invest in more equipment ☐ yes ☐ no
53. To stay at home and expand the business by employing staff/more staff ☐ yes ☐ no
54. To move to commercial business premises ☐ yes ☐ no
55. To sell and return to the paid work force ☐ yes ☐ no
56. To sell or close the business with no other definite plans ☐ yes ☐ no
57. Other (please specify)

SECTION 5 ♦ ABOUT THE CITY OF SWAN COUNCIL

This section is important so that the council has information that will help them better assist home based businesses. Please be assured that your comments are confidential and will only be seen by the Edith Cowan University research team and no City of Swan staff.

58. Have you had any dealings with the Swan City Council regarding your home based business?

☐ Yes ☐ No

59. if **yes** how would you describe your dealings with them? *Please circle one option*

Very poor Poor Okay Good Very good

60. Are you aware of the Swan City Councils guidelines for home based businesses?

☐ Yes ☐ No

60a. If **yes**, do you believe that the guidelines suit your business needs?

☐ Yes ☐ No

60b If **no** why not? _____

SECTION 6 ♦ ABOUT YOUR WORKPLACE

61. Do you have dedicated space at home for your business activities?
☐ Yes ☐ No
62. Did you convert an existing room/outdoor building?
☐ Yes ☐ No
63. Did you build an additional room/workspace?
☐ Yes ☐ No

SECTION 7 ♦ ABOUT RUNNING A BUSINESS FROM HOME

64. Do you use the internet for business purposes?
☐ Yes ☐ No
65. Do you have a business email address?
☐ Yes ☐ No
66. Do you have a business webpage?
☐ Yes ☐ No
67. Did you get any specific training to run your own business before you started?
☐ Yes ☐ No
- 67a. If yes what was it _____
68. Do you know about Business Enterprise Centres?
☐ Yes ☐ No
- 68a. If yes have you used them?
☐ Yes ☐ No
If yes which one(s) _____

SECTION 8 ♦ ABOUT YOURSELF

69. Are you
☐ Female? ☐ Male?
70. How old are you?
☐ under 30 ☐ 30-40
☐ 41-50 ☐ 51-60
☐ over 60

71. Are there any children in your home?
☐ yes
☐ no *☛ please go to question 73.*
72. What is the age of the youngest child in your home?
☐ under 5 years
☐ 6-15 years
☐ 16-21 years
☐ more than 21 years
73. What describes your household?
☐ single ☐ family with children
☐ couple

74. Your education
(please indicate highest level completed)
☐ secondary school
☐ certificate / diploma (eg. TAFE)
☐ university degree

75. What was the previous job you had immediately before operating your home-based business?
(ie teacher, mechanic) _____

SECTION 8 ♦ FINALLY

76. What is the best thing about working from home?

77. What is the worst thing about working from home?

Thank you for participating in this survey. If you would like to be eligible for a \$250.00 voucher to spend at any business within the City of Swan area. Please fill in your name and address below.

Name _____ Business _____

Address _____

Postcode _____

Tel: _____ Fax: _____ email _____

Q.1 Business Type

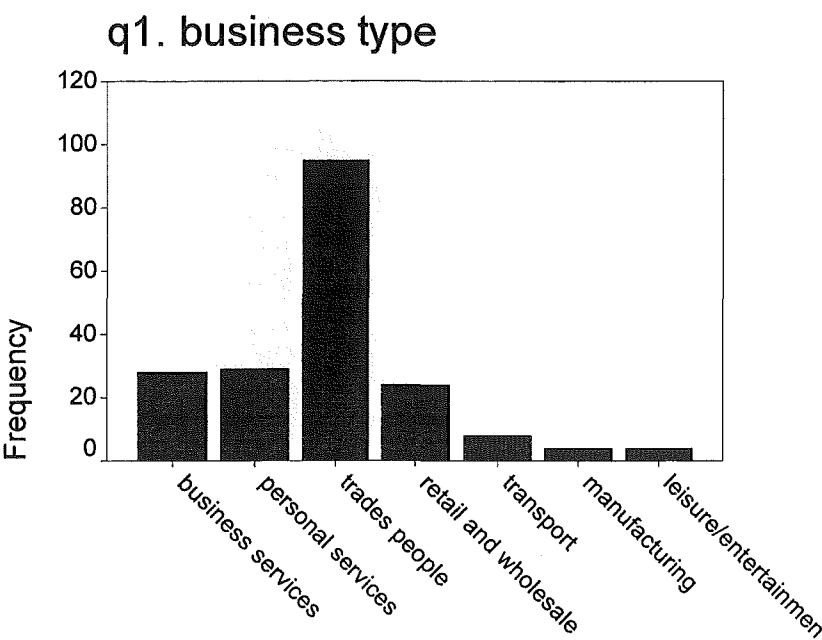
Statistics

q1. business type

N	Valid	192
	Missing	2

q1. business type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	business services	28	14.4	14.6	14.6
	personal services	29	14.9	15.1	29.7
	trades people	95	49.0	49.5	79.2
	retail and wholesale	24	12.4	12.5	91.7
	transport	8	4.1	4.2	95.8
	manufacturing	4	2.1	2.1	97.9
	leisure/entertainment	4	2.1	2.1	100.0
	Total	192	99.0	100.0	
Missing	9	2	1.0		
Total		194	100.0		



q1. business type

Q.1.a At home or from home

Statistics

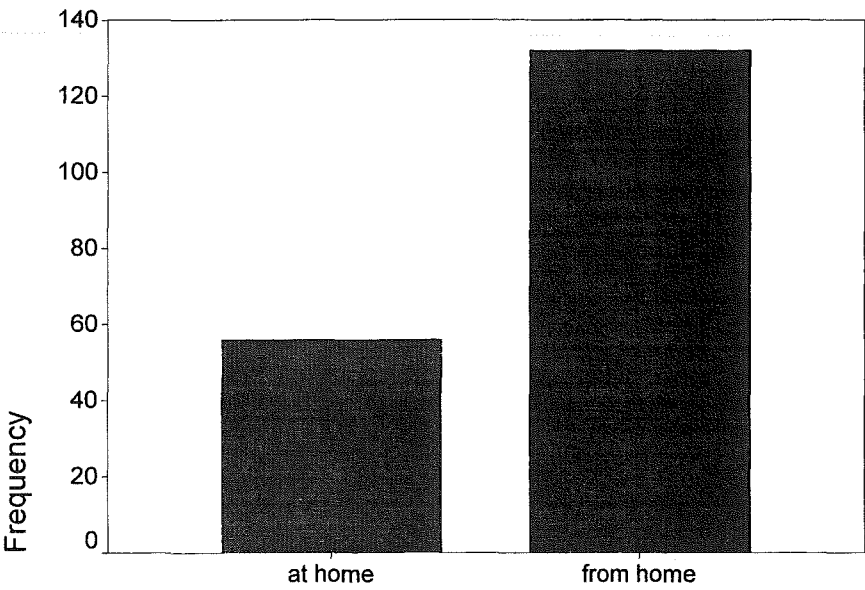
q1a. at home from home

N	Valid	188
	Missing	6

q1a. at home from home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	at home	56	28.9	29.8	29.8
	from home	132	68.0	70.2	100.0
	Total	188	96.9	100.0	
Missing	System	6	3.1		
Total		194	100.0		

q1a. at home from home



q1a. at home from home

Q2. Suburb

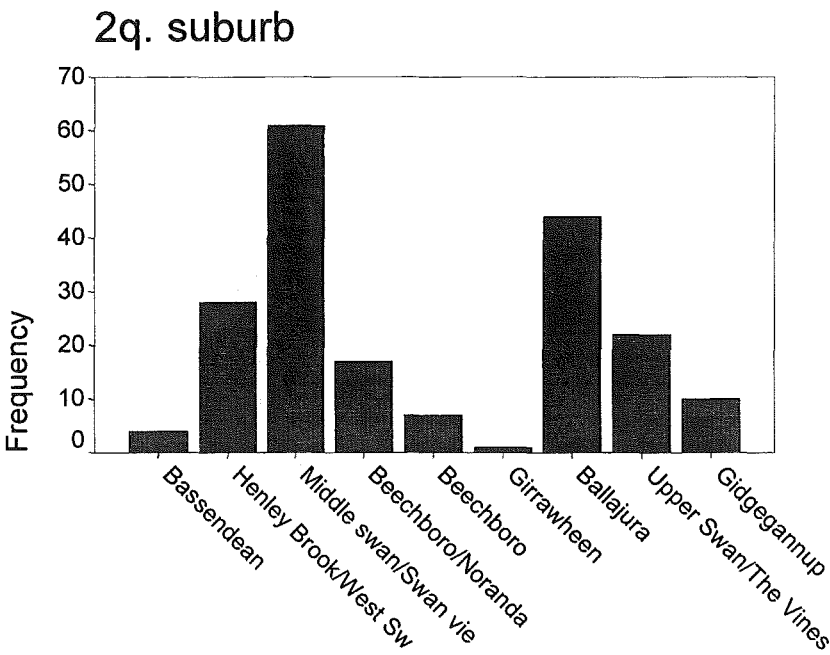
Statistics

2q. suburb

N	Valid	194
	Missing	0

2q. suburb

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bassendean	4	2.1	2.1	2.1
	Henley Brook/West Swan	28	14.4	14.4	16.5
	Middle swan/Swan view/Hernehill	61	31.4	31.4	47.9
	Beechboro/Noranda	17	8.8	8.8	56.7
	Beechboro	7	3.6	3.6	60.3
	Girrawheen	1	.5	.5	60.8
	Ballajura	44	22.7	22.7	83.5
	Upper Swan/The Vines/ellenbrook	22	11.3	11.3	94.8
	Gidgegannup	10	5.2	5.2	100.0
	Total	194	100.0	100.0	



2q. suburb

Q3.Ownerships

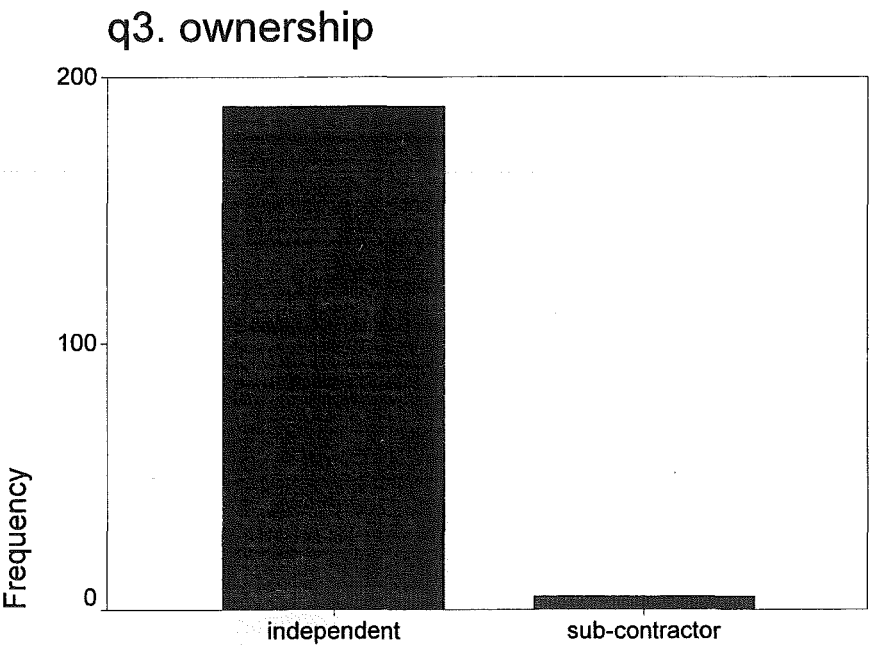
Statistics

q3. ownership

N	Valid	194
	Missing	0

q3. ownership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	independent	189	97.4	97.4	97.4
	sub-contractor	5	2.6	2.6	100.0
Total		194	100.0	100.0	



q3. ownership

Q4. Hours worked

Statistics

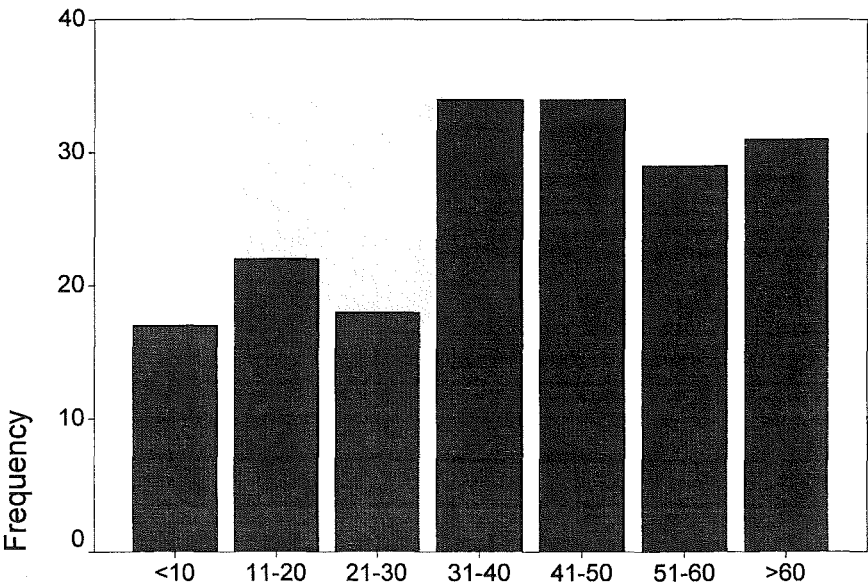
q4. hours worked

N	Valid	185
	Missing	9

q4. hours worked

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<10	17	8.8	9.2	9.2
	11-20	22	11.3	11.9	21.1
	21-30	18	9.3	9.7	30.8
	31-40	34	17.5	18.4	49.2
	41-50	34	17.5	18.4	67.6
	51-60	29	14.9	15.7	83.2
	>60	31	16.0	16.8	100.0
	Total	185	95.4	100.0	
Missing	9	9	4.6		
Total		194	100.0		

q4. hours worked



q4. hours worked

Q5. Households primary income

Statistics

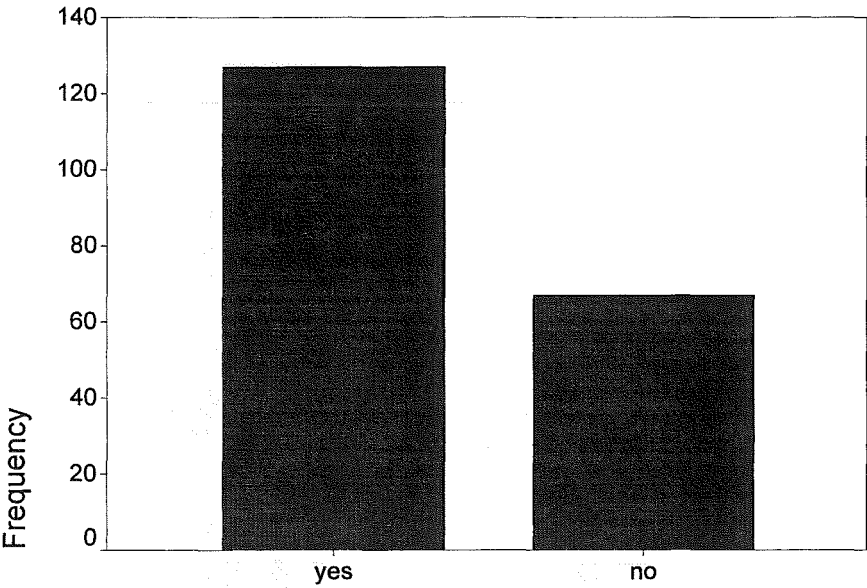
q5. households primary income

N	Valid	194
	Missing	0

q5. households primary income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	127	65.5	65.5	65.5
	no	67	34.5	34.5	100.0
	Total	194	100.0	100.0	

q5. households primary income



q5. households primary income

Q6. Personal primary income

Statistics

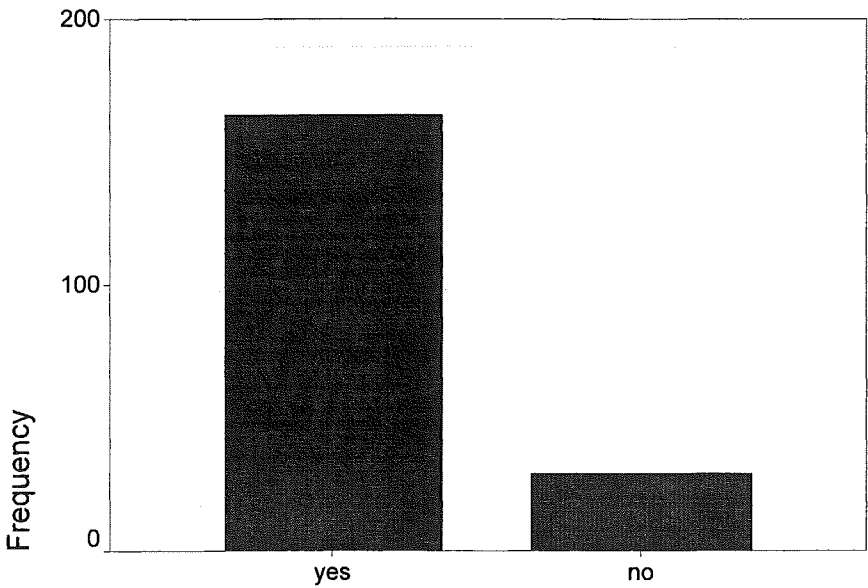
q6. personal primary income

N	Valid	193
	Missing	1

q6. personal primary income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	164	84.5	85.0	85.0
	no	29	14.9	15.0	100.0
	Total	193	99.5	100.0	
Missing	9	1	.5		
Total		194	100.0		

q6. personal primary income



q6. personal primary income

Q7. Business Start-up

Statistics

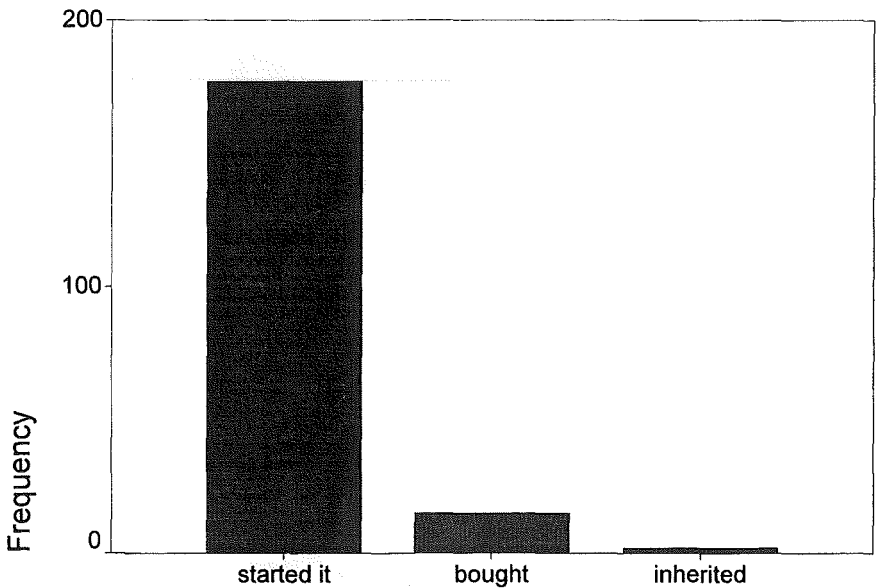
q7. business start-up

N	Valid	194
	Missing	0

q7. business start-up

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	started it	177	91.2	91.2	91.2
	bought	15	7.7	7.7	99.0
	inherited	2	1.0	1.0	100.0
	Total	194	100.0	100.0	

q7. business start-up



q7. business start-up

Q8. Business structure

Statistics

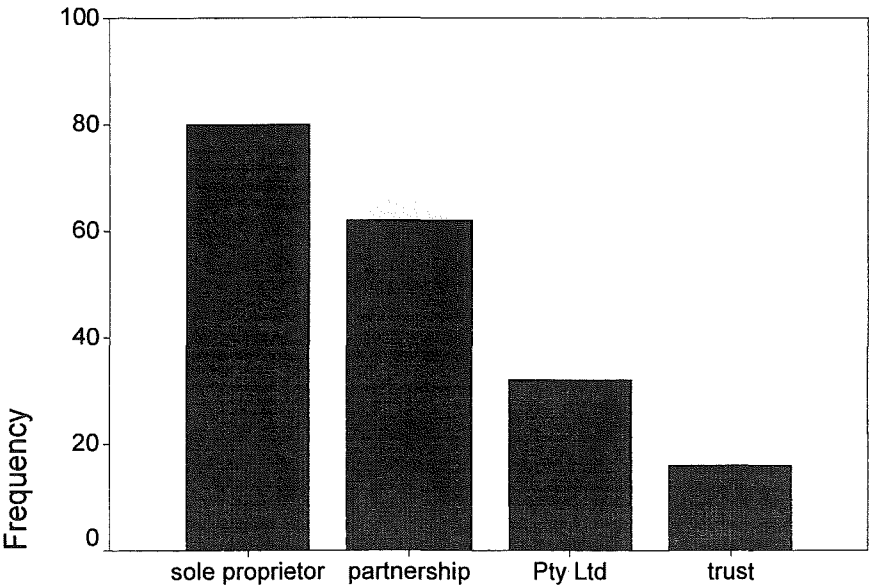
q8. business structure

N	Valid	190
	Missing	4

q8. business structure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sole proprietor	80	41.2	42.1	42.1
	partnership	62	32.0	32.6	74.7
	Pty Ltd	32	16.5	16.8	91.6
	trust	16	8.2	8.4	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q8. business structure



q8. business structure

Q9. Partnership

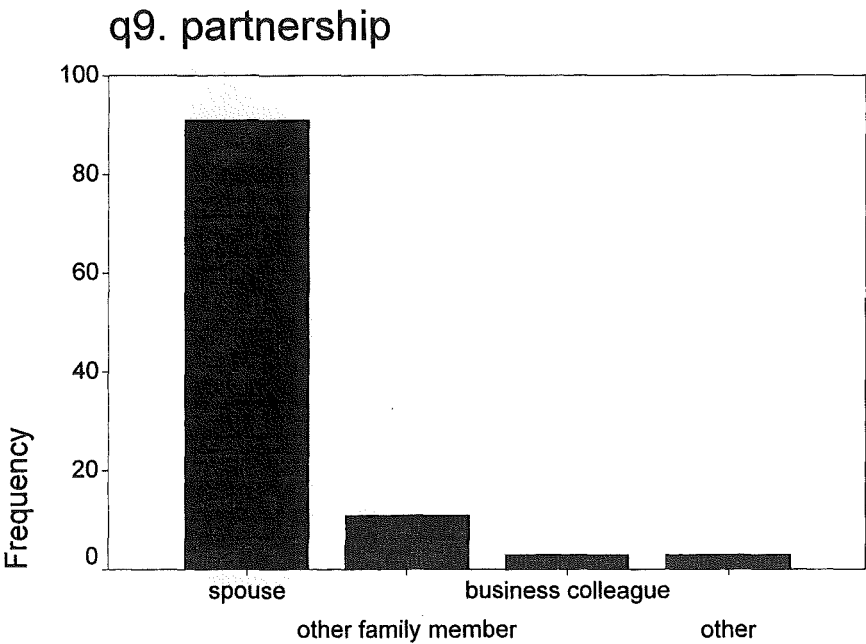
Statistics

q9. partnership

N	Valid	108
	Missing	86

q9. partnership

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	spouse	91	46.9	84.3	84.3
	other family member	11	5.7	10.2	94.4
	business colleague	3	1.5	2.8	97.2
	other	3	1.5	2.8	100.0
	Total	108	55.7	100.0	
Missing	9	86	44.3		
Total		194	100.0		



q9. partnership

Q10. Length of Operation

Statistics

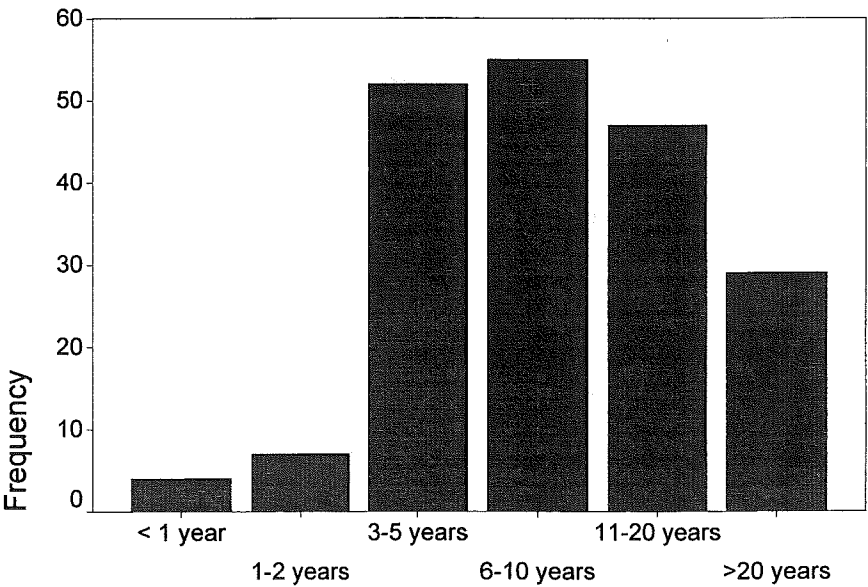
q10. length of operation

N	Valid	194
	Missing	0

q10. length of operation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid < 1 year	4	2.1	2.1	2.1
1-2 years	7	3.6	3.6	5.7
3-5 years	52	26.8	26.8	32.5
6-10 years	55	28.4	28.4	60.8
11-20 years	47	24.2	24.2	85.1
>20 years	29	14.9	14.9	100.0
Total	194	100.0	100.0	

q10. length of operation



q10. length of operation

Q11.Always home based

Statistics

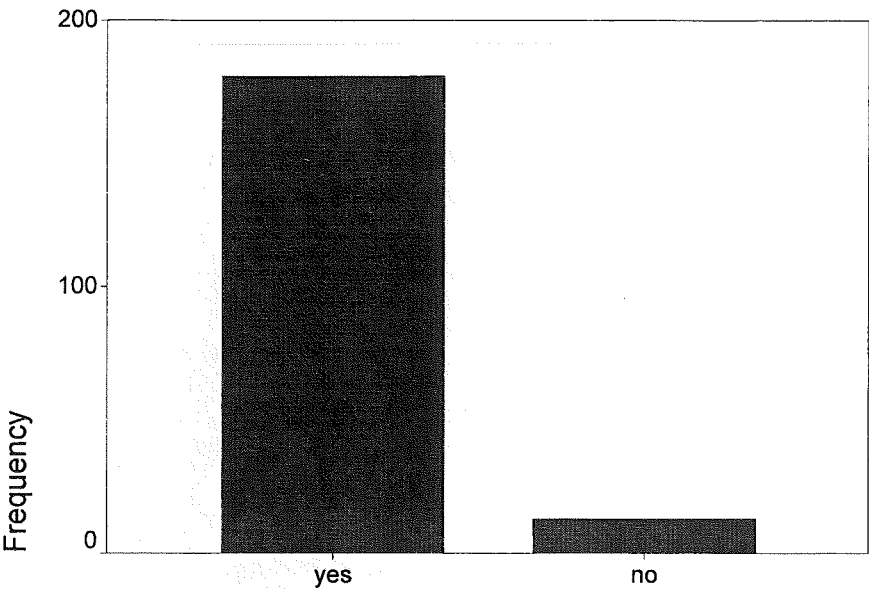
q11. always home based?

N	Valid	192
	Missing	2

q11. always home based?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	179	92.3	93.2	93.2
	no	13	6.7	6.8	100.0
	Total	192	99.0	100.0	
Missing	9	2	1.0		
Total		194	100.0		

q11. always home based?



q11. always home based?

Q12. Why move

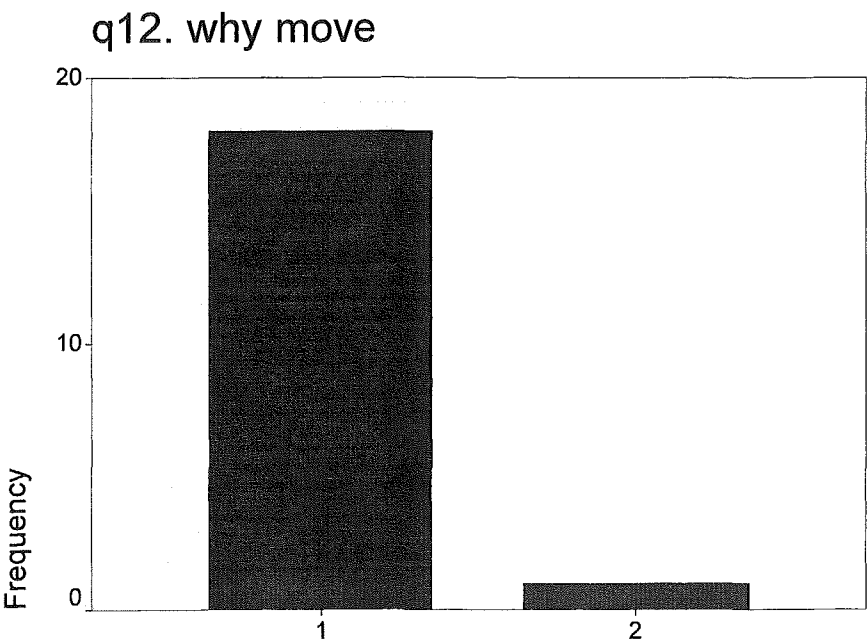
Statistics

q12. why move

N	Valid	19
	Missing	175

q12. why move

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	9.3	94.7	94.7
	2	1	.5	5.3	100.0
	Total	19	9.8	100.0	
Missing	9	175	90.2		
Total		194	100.0		



Q13a. Full-time staff

Statistics

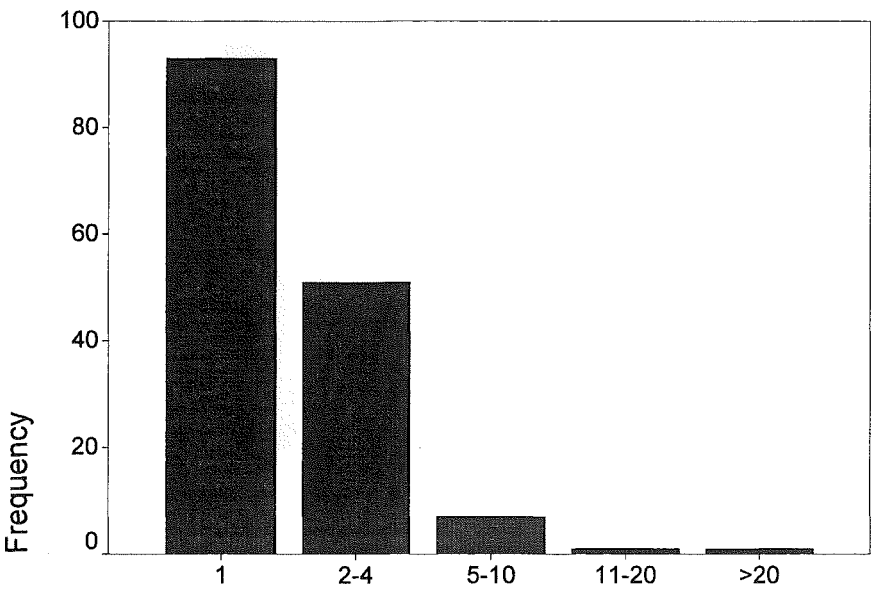
q13a. full-time staff

N	Valid	153
	Missing	41

q13a. full-time staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	93	47.9	60.8	60.8
	2-4	51	26.3	33.3	94.1
	5-10	7	3.6	4.6	98.7
	11-20	1	.5	.7	99.3
	>20	1	.5	.7	100.0
	Total	153	78.9	100.0	
Missing	9	41	21.1		
Total		194	100.0		

q13a. full-time staff



q13a. full-time staff

Q13b. Part-time staff

Statistics

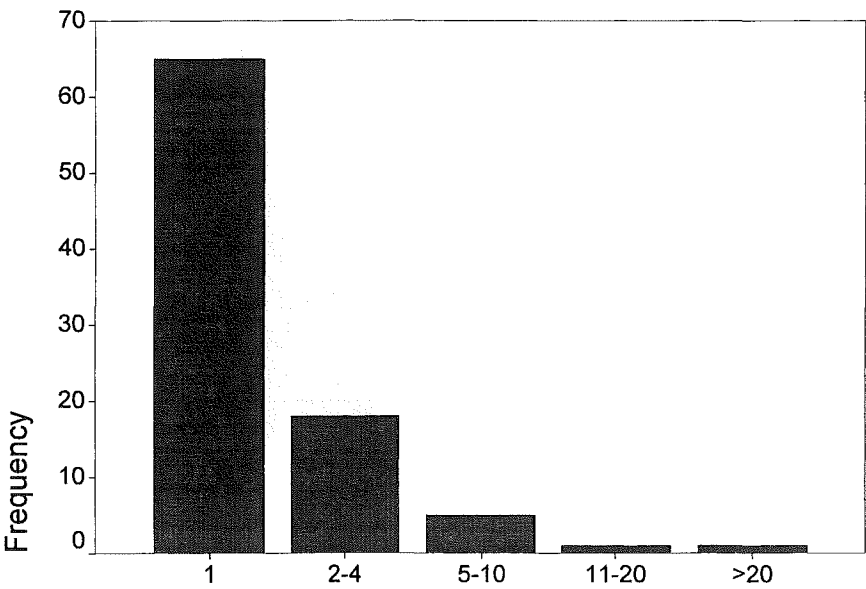
13b. part-time staff

N	Valid	90
	Missing	104

13b. part-time staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	65	33.5	72.2	72.2
	2-4	18	9.3	20.0	92.2
	5-10	5	2.6	5.6	97.8
	11-20	1	.5	1.1	98.9
	>20	1	.5	1.1	100.0
	Total	90	46.4	100.0	
Missing	9	104	53.6		
Total		194	100.0		

13b. part-time staff



13b. part-time staff

Q14. Local business association

Statistics

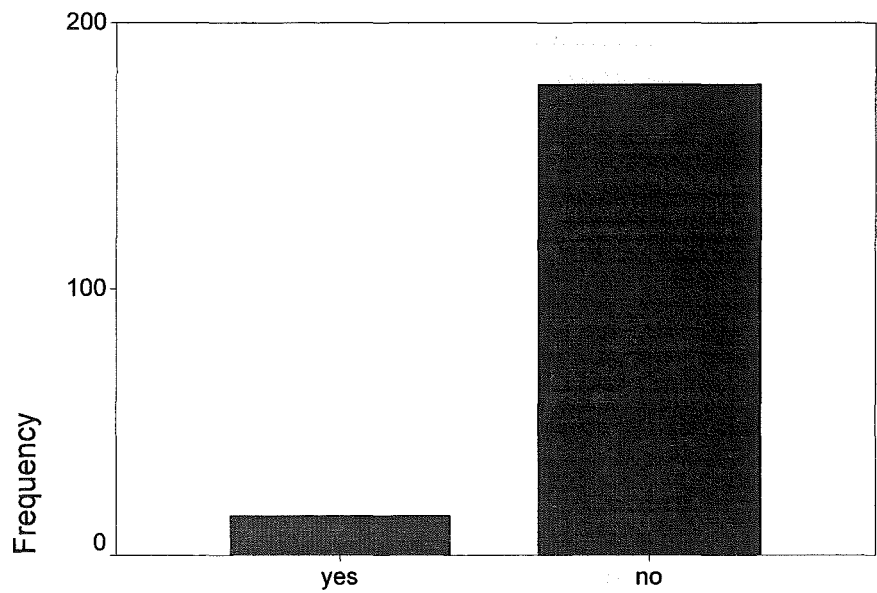
q14. local business associaton

N	Valid	192
	Missing	2

q14. local business associaton

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	15	7.7	7.8	7.8
	no	177	91.2	92.2	100.0
	Total	192	99.0	100.0	
Missing	9	2	1.0		
Total		194	100.0		

q14. local business associaton



q14. local business associaton

Q15. Professional associations

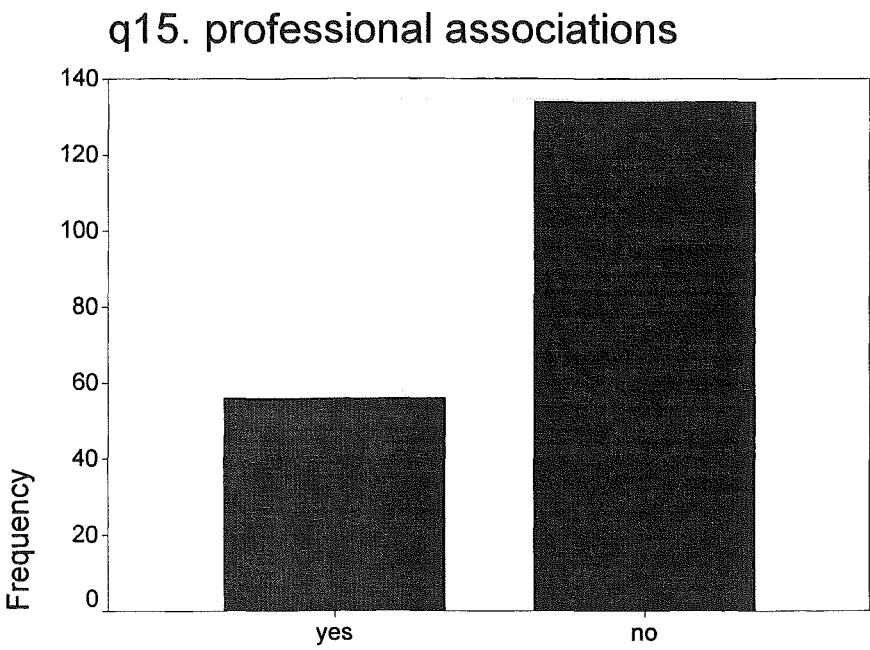
Statistics

q15. professional associations

N	Valid	190
	Missing	4

q15. professional associations

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	56	28.9	29.5	29.5
	no	134	69.1	70.5	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		



q15. professional associations

Q16. Location of customers

Statistics

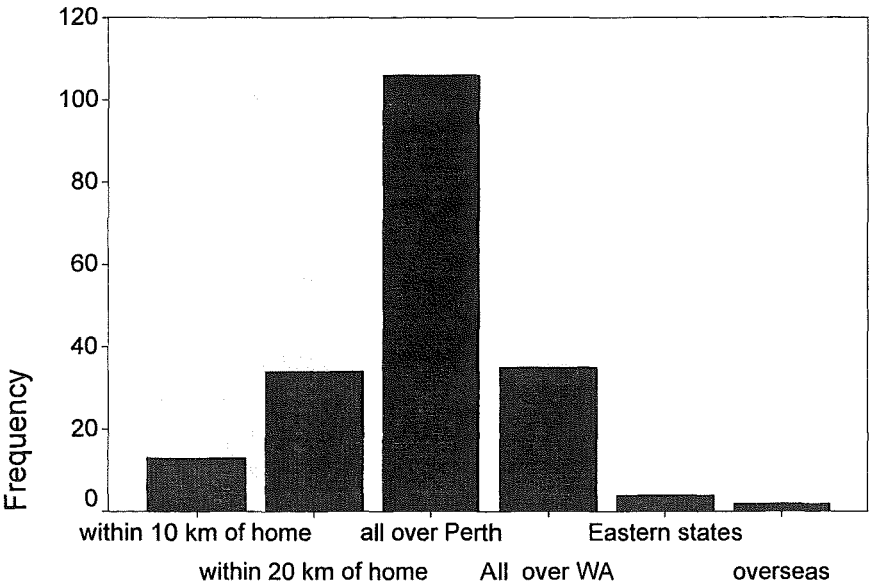
q16. location of customers

N	Valid	194
	Missing	0

q16. location of customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	within 10 km of home	13	6.7	6.7	6.7
	within 20 km of home	34	17.5	17.5	24.2
	all over Perth	106	54.6	54.6	78.9
	All over WA	35	18.0	18.0	96.9
	Eastern states	4	2.1	2.1	99.0
	overseas	2	1.0	1.0	100.0
	Total	194	100.0	100.0	

q16. location of customers



q16. location of customers

Q17. Customer mix

Statistics

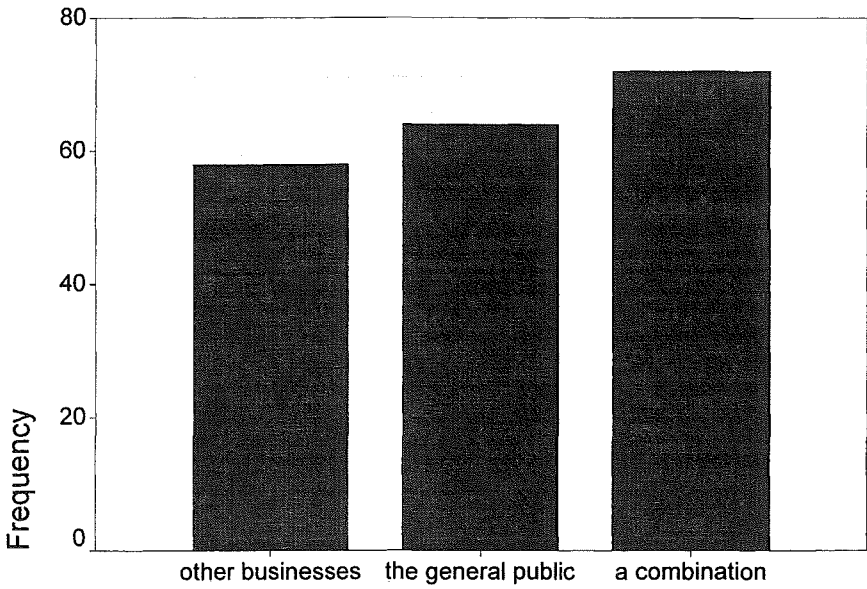
q17. customer mix

N	Valid	194
	Missing	0

q17. customer mix

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	other businesses	58	29.9	29.9	29.9
	the general public	64	33.0	33.0	62.9
	a combination	72	37.1	37.1	100.0
	Total	194	100.0	100.0	

q17. customer mix



q17. customer mix

Q18. Location of suppliers

Statistics

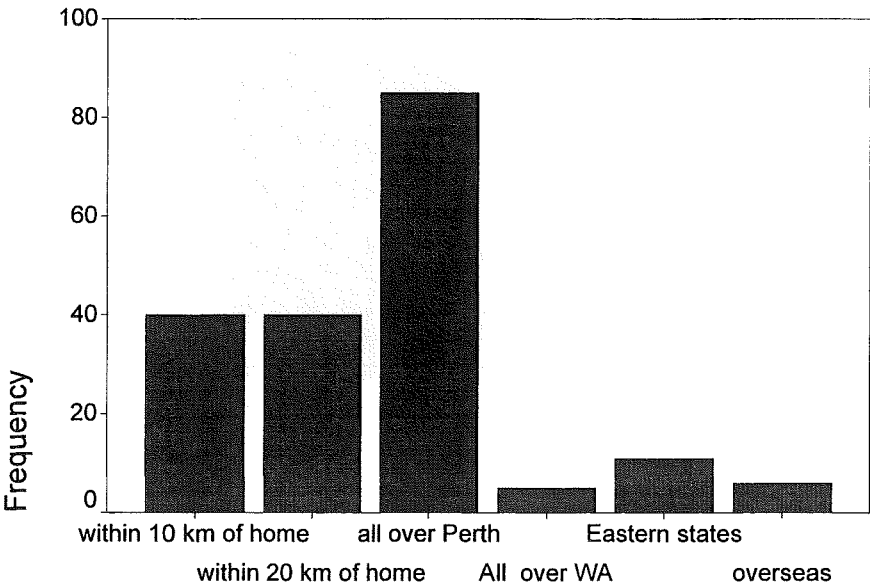
q18. location of suppliers

N	Valid	187
	Missing	7

q18. location of suppliers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	within 10 km of home	40	20.6	21.4	21.4
	within 20 km of home	40	20.6	21.4	42.8
	all over Perth	85	43.8	45.5	88.2
	All over WA	5	2.6	2.7	90.9
	Eastern states	11	5.7	5.9	96.8
	overseas	6	3.1	3.2	100.0
	Total	187	96.4	100.0	
Missing	9	7	3.6		
Total		194	100.0		

q18. location of suppliers



q18. location of suppliers

Q19. Be my own boss

Statistics

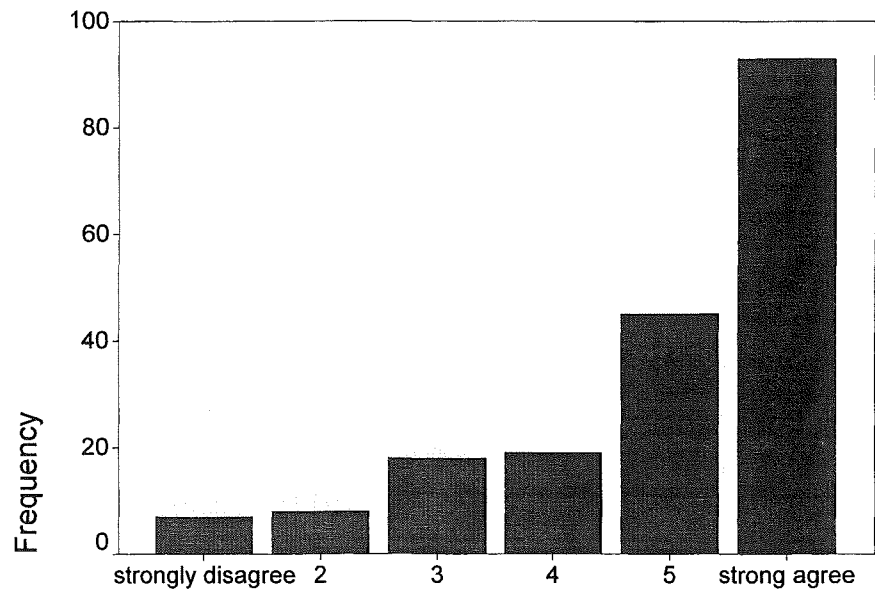
q19. be my own boss

N	Valid	190
	Missing	4

q19. be my own boss

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	3.6	3.7	3.7
	2	8	4.1	4.2	7.9
	3	18	9.3	9.5	17.4
	4	19	9.8	10.0	27.4
	5	45	23.2	23.7	51.1
	strong agree	93	47.9	48.9	100.0
Total		190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q19. be my own boss



q19. be my own boss

Q20. Flexible lifestyle

Statistics

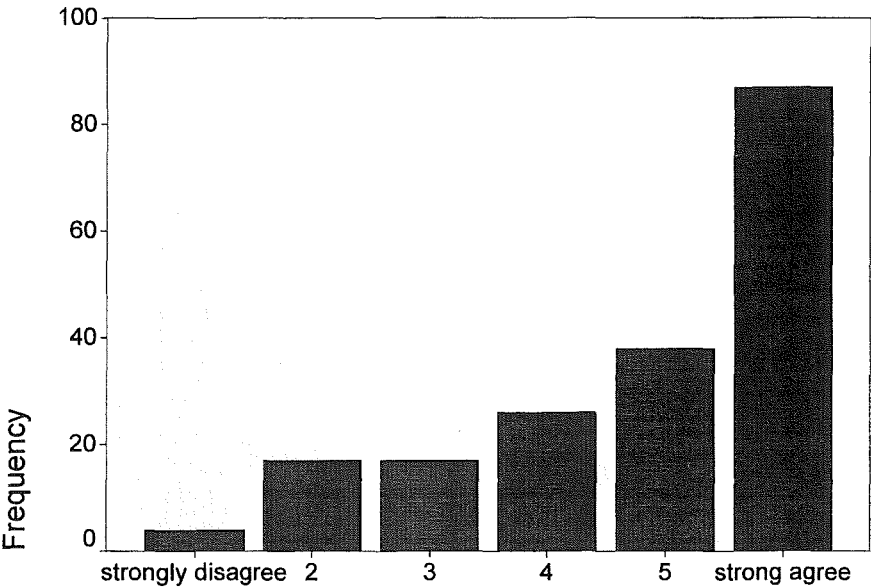
q20. flexible lifestyle

N	Valid	189
	Missing	5

q20. flexible lifestyle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	2.1	2.1	2.1
	2	17	8.8	9.0	11.1
	3	17	8.8	9.0	20.1
	4	26	13.4	13.8	33.9
	5	38	19.6	20.1	54.0
	strong agree	87	44.8	46.0	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q20. flexible lifestyle



q20. flexible lifestyle

Q21. Personal challenge

Statistics

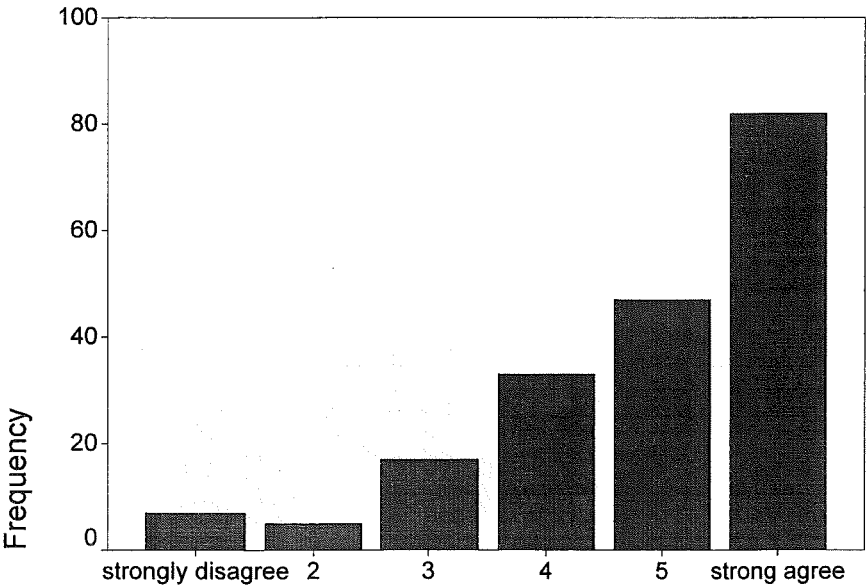
q21. personal challenge

N	Valid	191
	Missing	3

q21. personal challenge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	3.6	3.7	3.7
	2	5	2.6	2.6	6.3
	3	17	8.8	8.9	15.2
	4	33	17.0	17.3	32.5
	5	47	24.2	24.6	57.1
	strong agree	82	42.3	42.9	100.0
Total		191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		

q21. personal challenge



q21. personal challenge

Q22. Personal development/recognition

Statistics

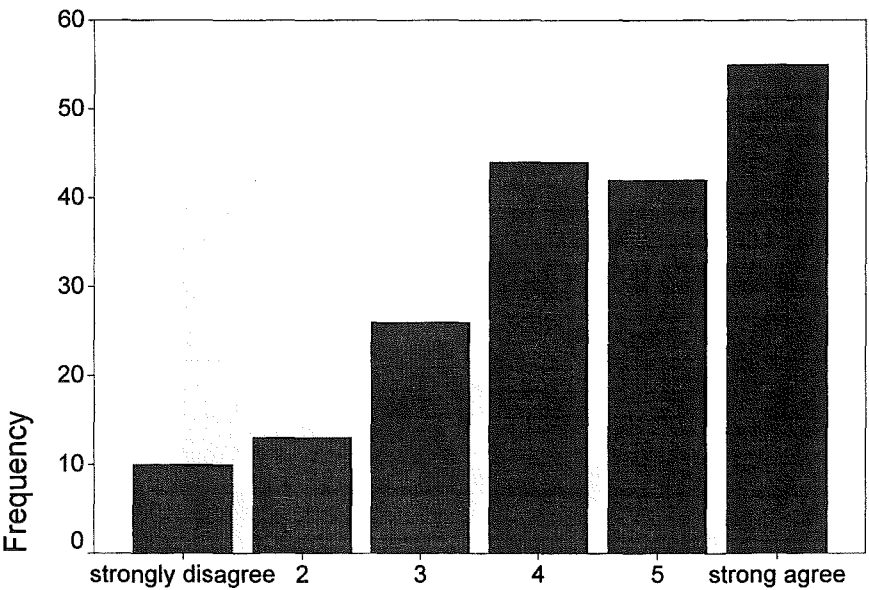
q22. personal development/ recognition

N	Valid	190
	Missing	4

q22. personal development/ recognition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	10	5.2	5.3	5.3
	2	13	6.7	6.8	12.1
	3	26	13.4	13.7	25.8
	4	44	22.7	23.2	48.9
	5	42	21.6	22.1	71.1
	strong agree	55	28.4	28.9	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q22. personal development/ recognition



q22. personal development/ recognition

Q23. Use experience and knowledge

Statistics

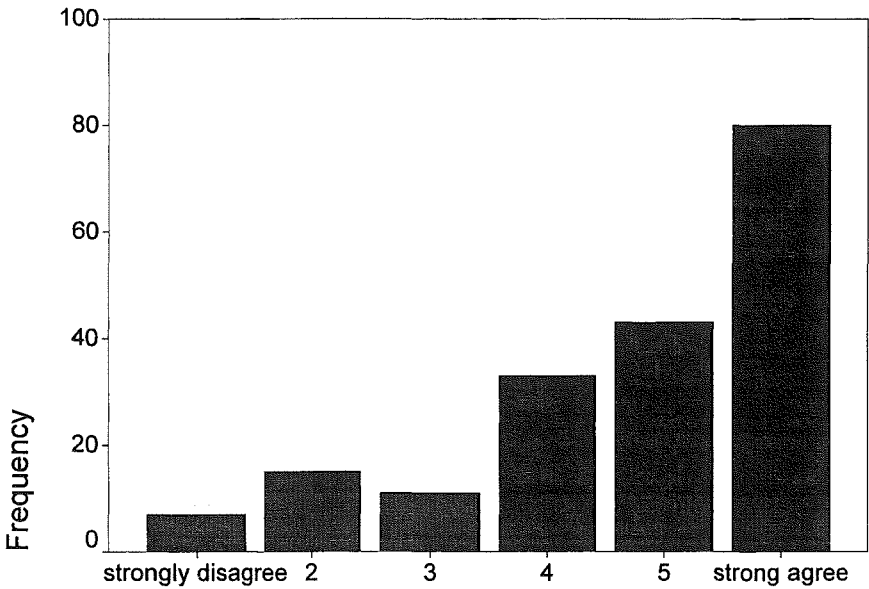
q23. use experience and knowledge

N	Valid	189
	Missing	5

q23. use experience and knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	7	3.6	3.7	3.7
	2	15	7.7	7.9	11.6
	3	11	5.7	5.8	17.5
	4	33	17.0	17.5	34.9
	5	43	22.2	22.8	57.7
	strong agree	80	41.2	42.3	100.0
Total		189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q23. use experience and knowledge



q23. use experience and knowledge

Q24. Resignation job

Statistics

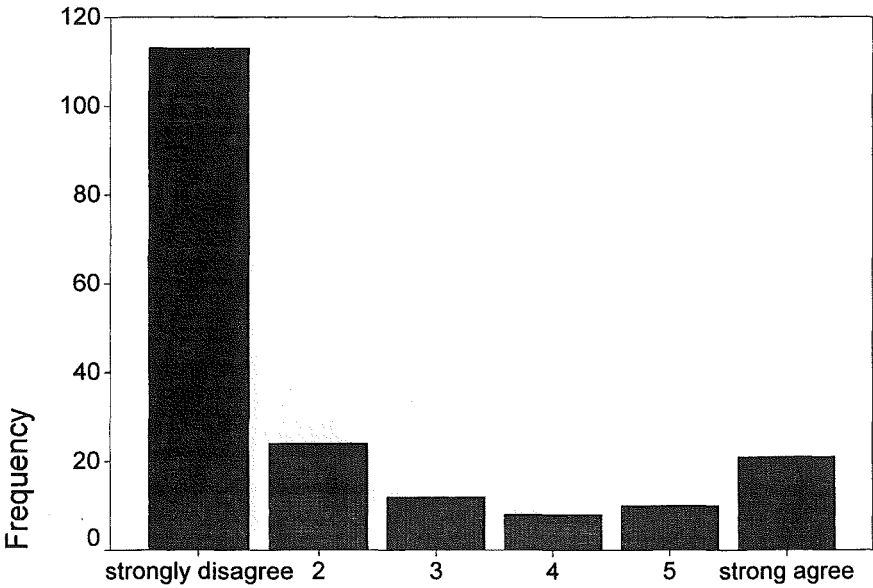
q24. resignation job

N	Valid	188
	Missing	6

q24. resignation job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	113	58.2	60.1	60.1
	2	24	12.4	12.8	72.9
	3	12	6.2	6.4	79.3
	4	8	4.1	4.3	83.5
	5	10	5.2	5.3	88.8
	strong agree	21	10.8	11.2	100.0
	Total	188	96.9	100.0	
Missing	9	6	3.1		
Total		194	100.0		

q24. resignation job



q24. resignation job

Q25. Lack of job advancement

Statistics

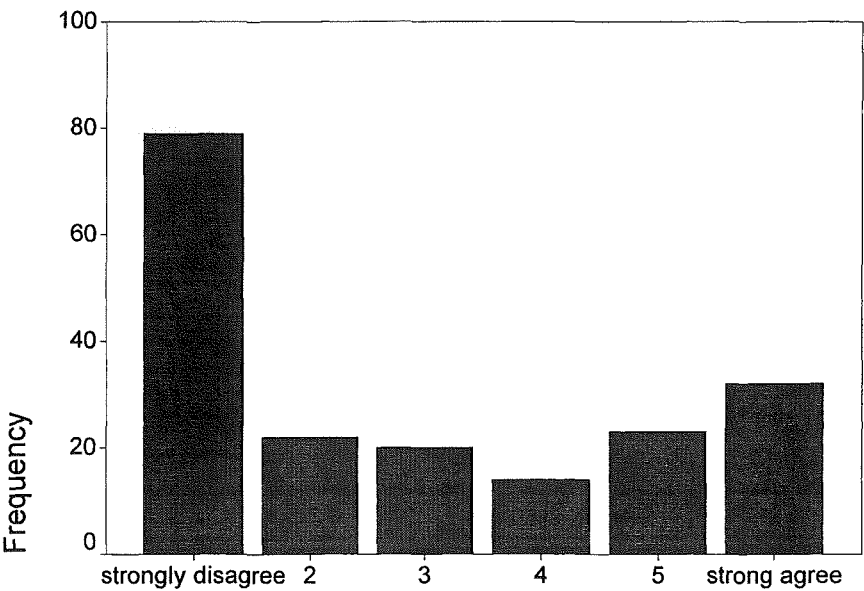
q25. lack of job advancement

N	Valid	190
	Missing	4

q25. lack of job advancement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	79	40.7	41.6	41.6
	2	22	11.3	11.6	53.2
	3	20	10.3	10.5	63.7
	4	14	7.2	7.4	71.1
	5	23	11.9	12.1	83.2
	strong agree	32	16.5	16.8	100.0
Total		190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q25. lack of job advancement



q25. lack of job advancement

Q26. Redundancy

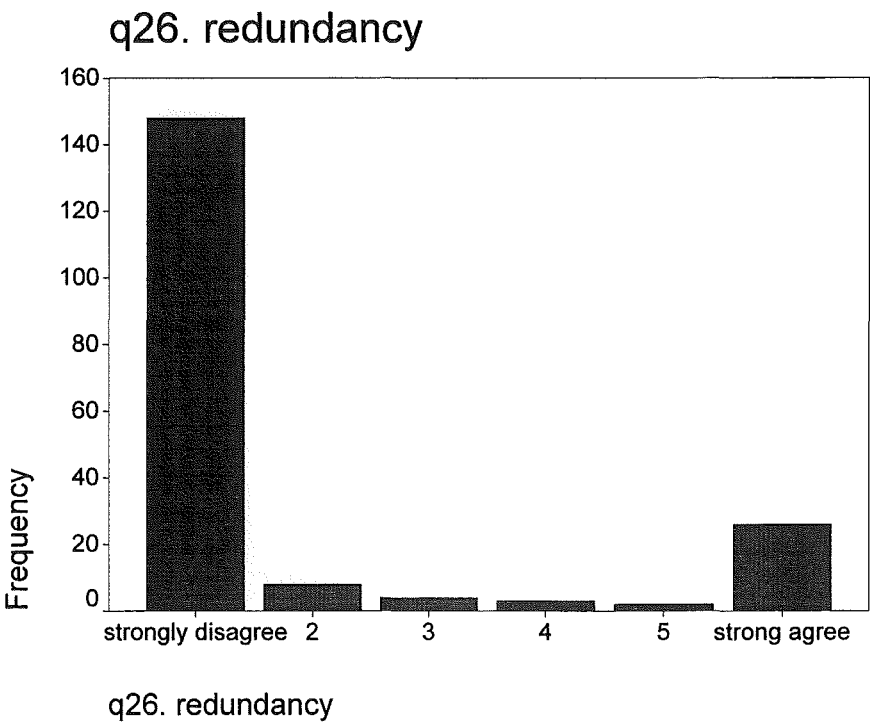
Statistics

q26. redundancy

N	Valid	191
	Missing	3

q26. redundancy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	148	76.3	77.5	77.5
	2	8	4.1	4.2	81.7
	3	4	2.1	2.1	83.8
	4	3	1.5	1.6	85.3
	5	2	1.0	1.0	86.4
	strong agree	26	13.4	13.6	100.0
	Total	191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		



Q27. Avoid low paid employment

Statistics

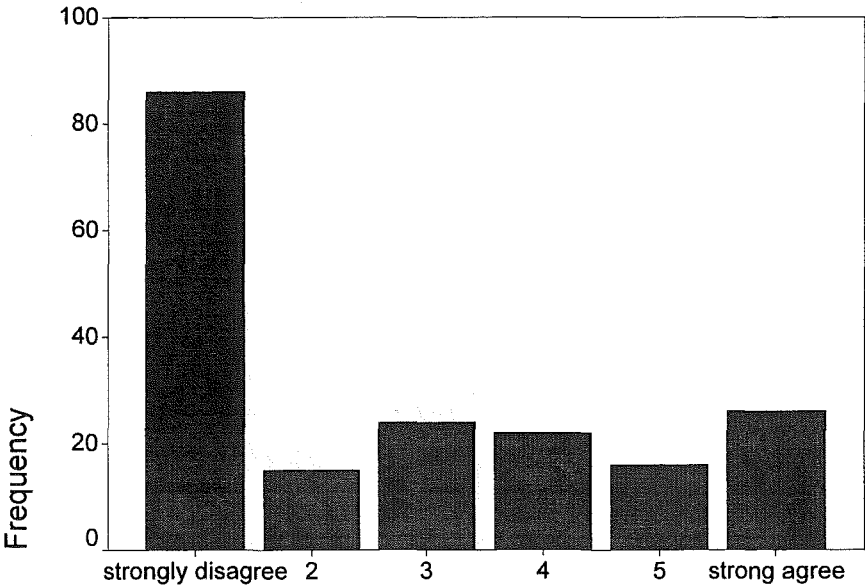
q27. avoid low paid employment

N	Valid	189
	Missing	5

q27. avoid low paid employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	86	44.3	45.5	45.5
	2	15	7.7	7.9	53.4
	3	24	12.4	12.7	66.1
	4	22	11.3	11.6	77.8
	5	16	8.2	8.5	86.2
	strong agree	26	13.4	13.8	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q27. avoid low paid employment



q27. avoid low paid employment

Q28. Make lots of money

Statistics

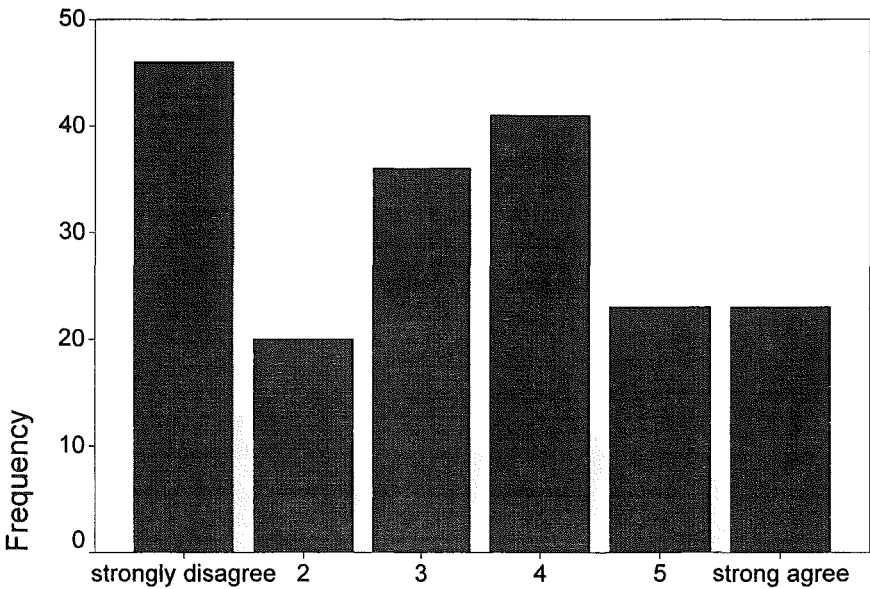
q28. make lots of money

N	Valid	189
	Missing	5

q28. make lots of money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	46	23.7	24.3	24.3
	2	20	10.3	10.6	34.9
	3	36	18.6	19.0	54.0
	4	41	21.1	21.7	75.7
	5	23	11.9	12.2	87.8
	strong agree	23	11.9	12.2	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q28. make lots of money



q28. make lots of money

Q29. Achieve financial security

Statistics

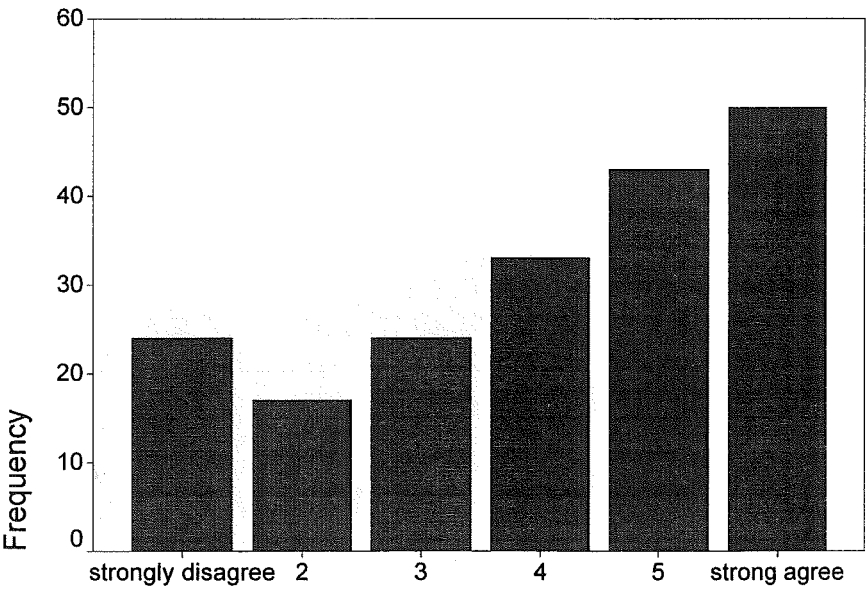
q29. achieve financial security

N	Valid	191
	Missing	3

q29. achieve financial security

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	24	12.4	12.6	12.6
	2	17	8.8	8.9	21.5
	3	24	12.4	12.6	34.0
	4	33	17.0	17.3	51.3
	5	43	22.2	22.5	73.8
	strong agree	50	25.8	26.2	100.0
	Total	191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		

q29. achieve financial security



q29. achieve financial security

Q30. Saw a business opportunity

Statistics

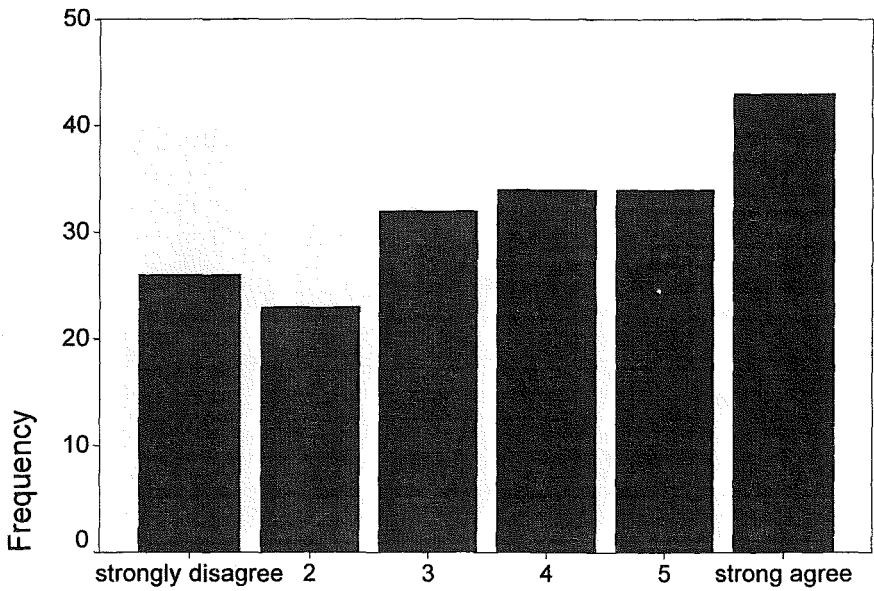
q30. saw a business opportunity

N	Valid	192
	Missing	2

q30. saw a business opportunity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	26	13.4	13.5	13.5
	2	23	11.9	12.0	25.5
	3	32	16.5	16.7	42.2
	4	34	17.5	17.7	59.9
	5	34	17.5	17.7	77.6
	strong agree	43	22.2	22.4	100.0
	Total	192	99.0	100.0	
Missing	9	2	1.0		
Total		194	100.0		

q30. saw a business opportunity



q30. saw a business opportunity

Q31. Balance work and family

Statistics

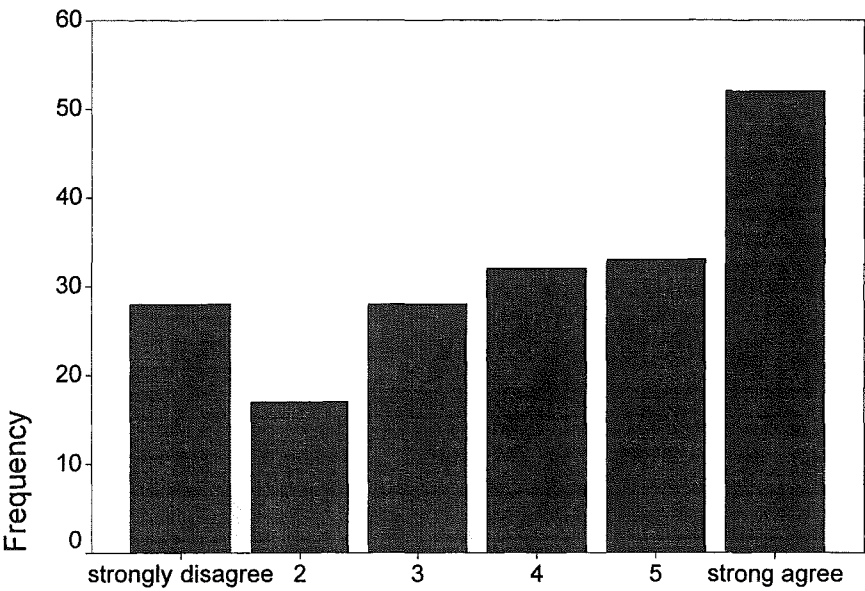
q31. balance work and family

N	Valid	190
	Missing	4

q31. balance work and family

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	28	14.4	14.7	14.7
	2	17	8.8	8.9	23.7
	3	28	14.4	14.7	38.4
	4	32	16.5	16.8	55.3
	5	33	17.0	17.4	72.6
	strong agree	52	26.8	27.4	100.0
Total		190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q31. balance work and family



q31. balance work and family

Q32. Could not find suitable employment

Statistics

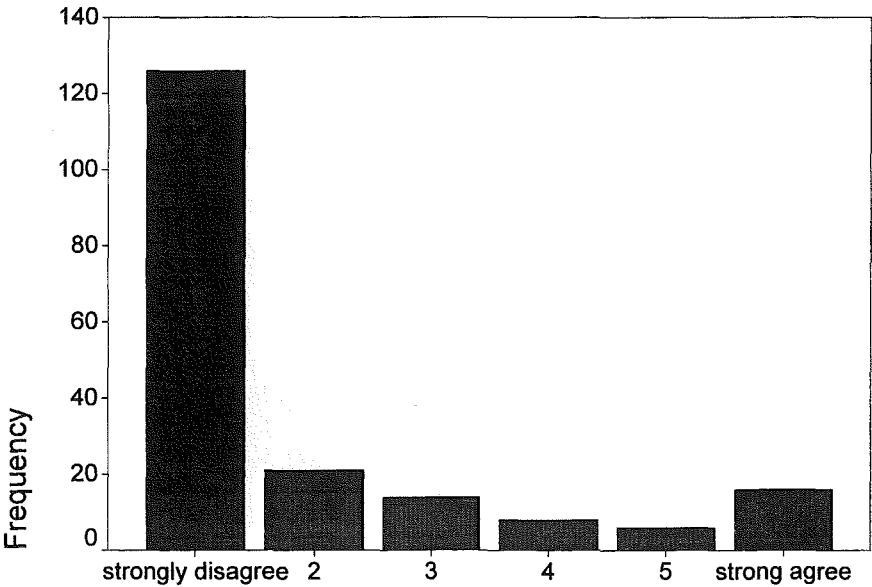
q32. couldn't find suitable employment

N	Valid	191
	Missing	3

q32. couldn't find suitable employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	126	64.9	66.0	66.0
	2	21	10.8	11.0	77.0
	3	14	7.2	7.3	84.3
	4	8	4.1	4.2	88.5
	5	6	3.1	3.1	91.6
	strong agree	16	8.2	8.4	100.0
	Total	191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		

q32. couldn't find suitable employment



q32. couldn't find suitable employment

Q34. Lower Overheads

Statistics

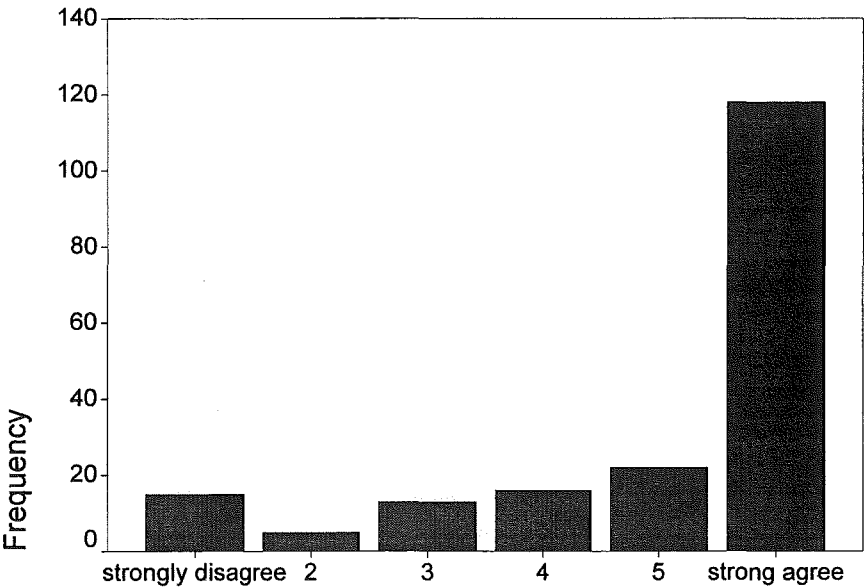
q34. lower overheads

N	Valid	189
	Missing	5

q34. lower overheads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	15	7.7	7.9	7.9
	2	5	2.6	2.6	10.6
	3	13	6.7	6.9	17.5
	4	16	8.2	8.5	25.9
	5	22	11.3	11.6	37.6
	strong agree	118	60.8	62.4	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q34. lower overheads



q34. lower overheads

Q35. Business does not require commercial premises

Statistics

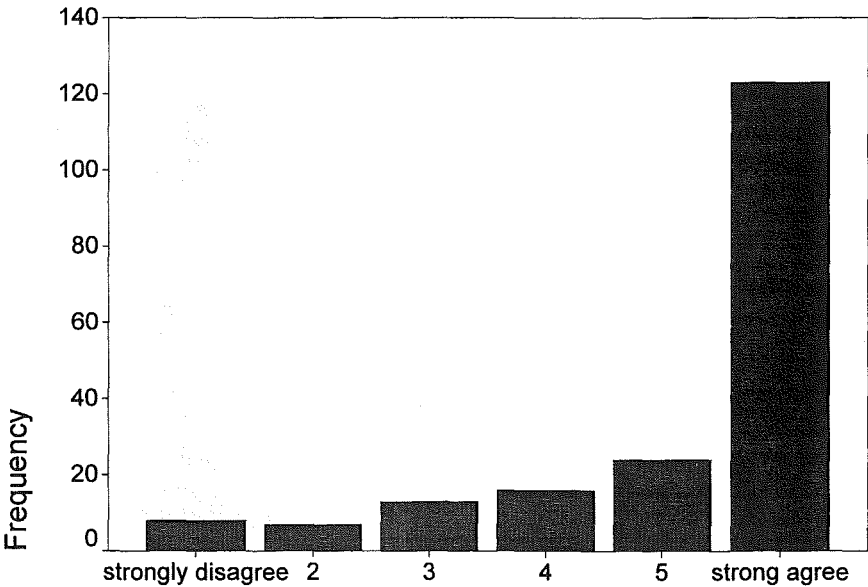
q35. business does not require commercial premises

N	Valid	191
	Missing	3

q35. business does not require commercial premises

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	4.1	4.2	4.2
	2	7	3.6	3.7	7.9
	3	13	6.7	6.8	14.7
	4	16	8.2	8.4	23.0
	5	24	12.4	12.6	35.6
	strong agree	123	63.4	64.4	100.0
	Total	191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		

q35. business does not require commercia



q35. business does not require commercial premises

Q 36. Available space

Statistics

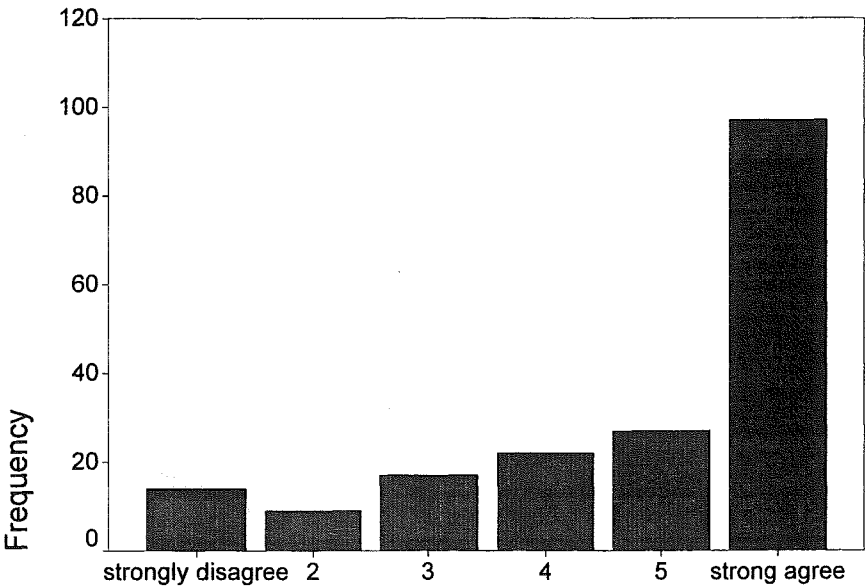
q36. available space

N	Valid	186
	Missing	8

q36. available space

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	14	7.2	7.5	7.5
	2	9	4.6	4.8	12.4
	3	17	8.8	9.1	21.5
	4	22	11.3	11.8	33.3
	5	27	13.9	14.5	47.8
	strong agree	97	50.0	52.2	100.0
Total		186	95.9	100.0	
Missing	9	8	4.1		
Total		194	100.0		

q36. available space



q36. available space

Q37. Started as a hobby and has grown

Statistics

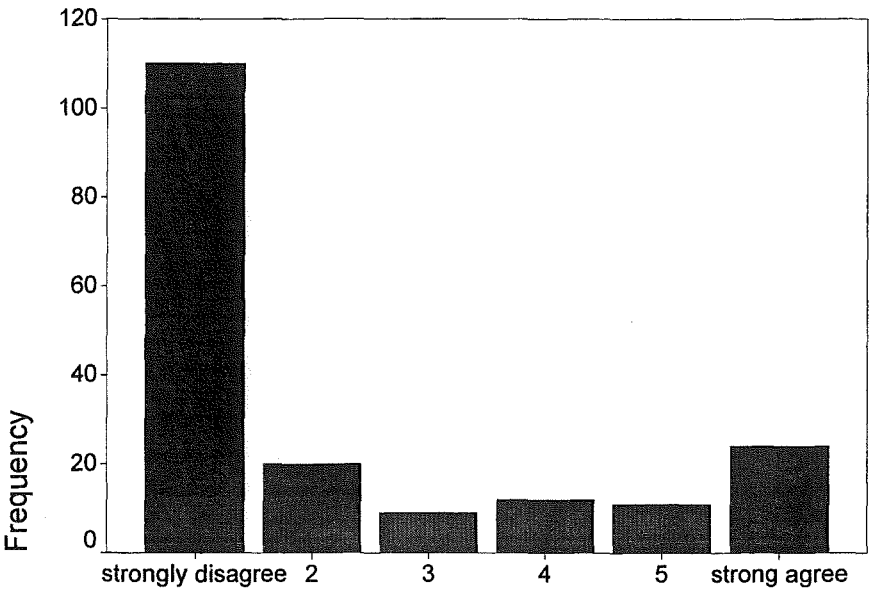
q37. started as a hobby and has grown

N	Valid	186
	Missing	8

q37. started as a hobby and has grown

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	110	56.7	59.1	59.1
	2	20	10.3	10.8	69.9
	3	9	4.6	4.8	74.7
	4	12	6.2	6.5	81.2
	5	11	5.7	5.9	87.1
	strong agree	24	12.4	12.9	100.0
	Total	186	95.9	100.0	
Missing	9	8	4.1		
Total		194	100.0		

q37. started as a hobby and has grown



q37. started as a hobby and has grown

Q38. Temporary measure

Statistics

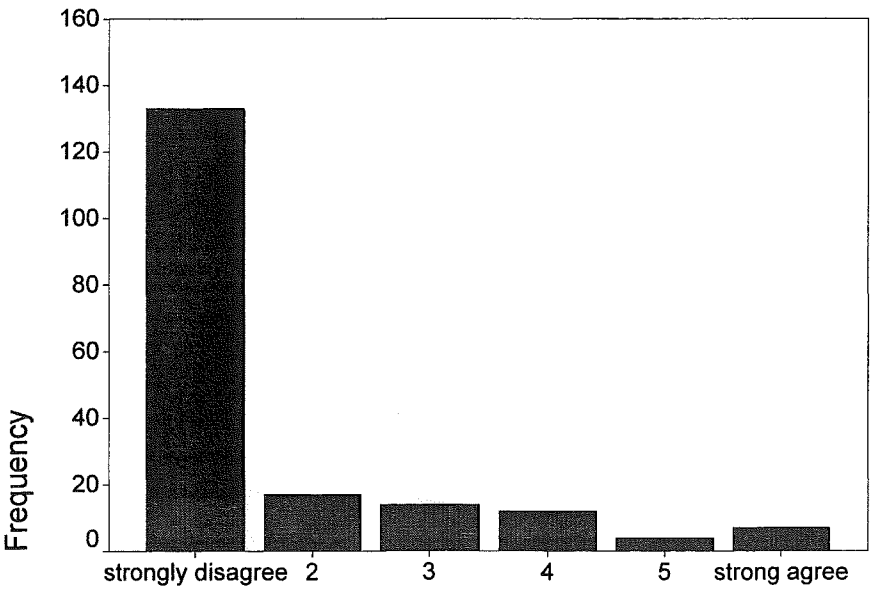
q38. temporary measure

N	Valid	187
	Missing	7

q38. temporary measure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	133	68.6	71.1	71.1
	2	17	8.8	9.1	80.2
	3	14	7.2	7.5	87.7
	4	12	6.2	6.4	94.1
	5	4	2.1	2.1	96.3
	strong agree	7	3.6	3.7	100.0
	Total	187	96.4	100.0	
Missing	9	7	3.6		
Total		194	100.0		

q38. temporary measure



q38. temporary measure

Q39. The freedom

Statistics

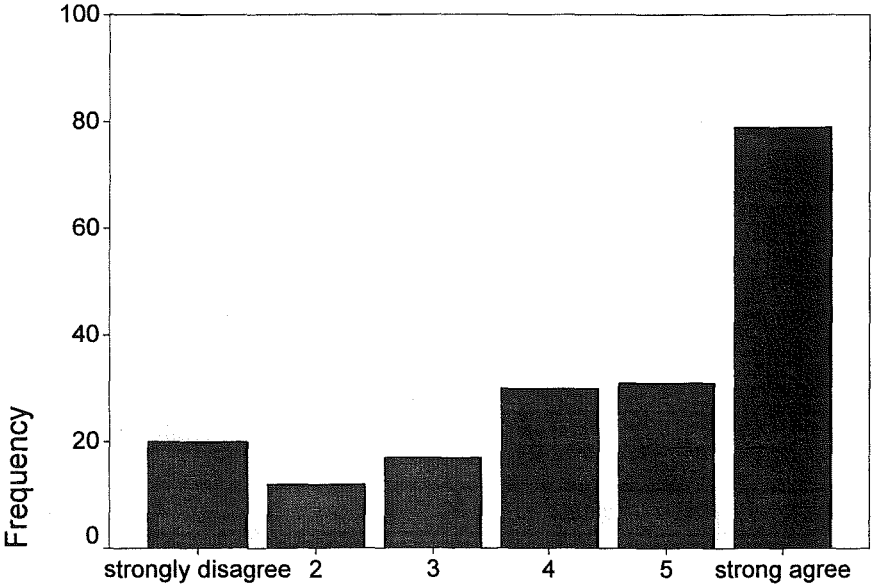
q39. the freedom

N	Valid	189
	Missing	5

q39. the freedom

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	20	10.3	10.6	10.6
	2	12	6.2	6.3	16.9
	3	17	8.8	9.0	25.9
	4	30	15.5	15.9	41.8
	5	31	16.0	16.4	58.2
	strong agree	79	40.7	41.8	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q39. the freedom



q39. the freedom

Q40. Technology allows it

Statistics

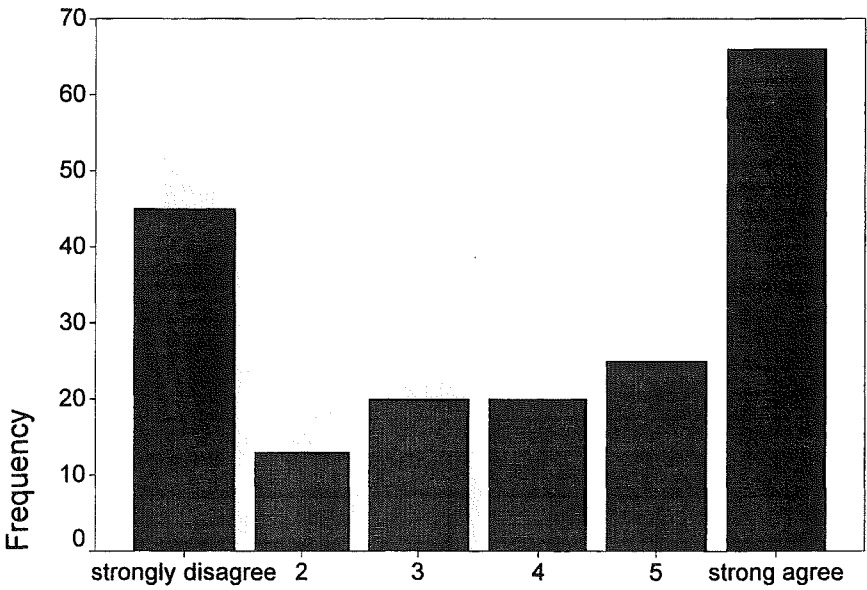
q40. technology allows it

N	Valid	189
	Missing	5

q40. technology allows it

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	45	23.2	23.8	23.8
	2	13	6.7	6.9	30.7
	3	20	10.3	10.6	41.3
	4	20	10.3	10.6	51.9
	5	25	12.9	13.2	65.1
	strong agree	66	34.0	34.9	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q40. technology allows it



q40. technology allows it

Q41. Balance family and work

Statistics

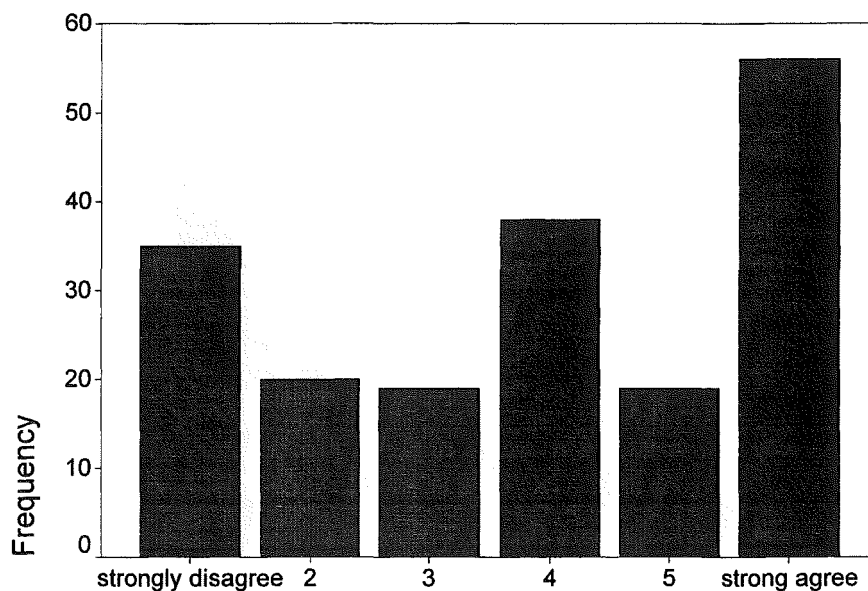
q41. balance family and work

N	Valid	187
	Missing	7

q41. balance family and work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	35	18.0	18.7	18.7
	2	20	10.3	10.7	29.4
	3	19	9.8	10.2	39.6
	4	38	19.6	20.3	59.9
	5	19	9.8	10.2	70.1
	strong agree	56	28.9	29.9	100.0
	Total	187	96.4	100.0	
Missing	9	7	3.6		
Total		194	100.0		

q41. balance family and work



q41. balance family and work

Q42. Can not afford additional overheads

Statistics

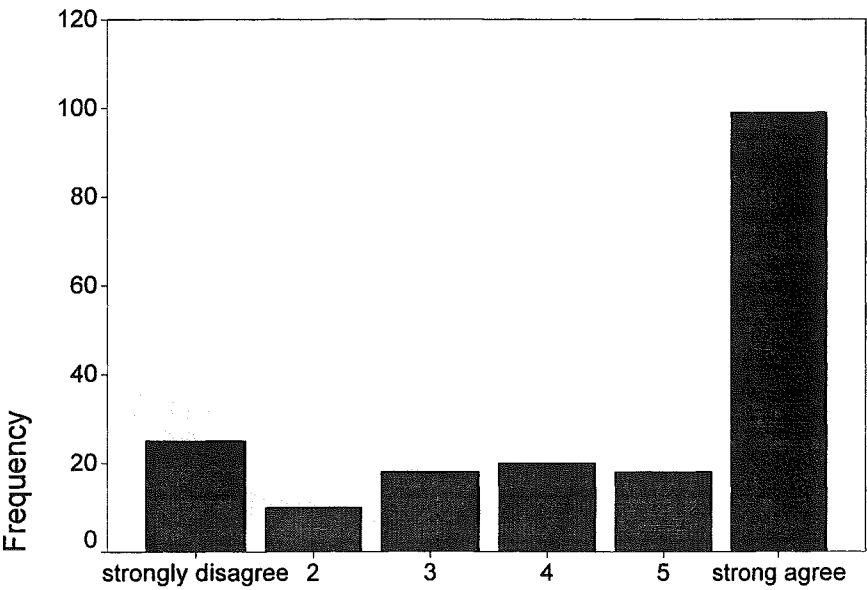
q42. can't afford additional overheads

N	Valid	190
	Missing	4

q42. can't afford additional overheads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	25	12.9	13.2	13.2
	2	10	5.2	5.3	18.4
	3	18	9.3	9.5	27.9
	4	20	10.3	10.5	38.4
	5	18	9.3	9.5	47.9
	strong agree	99	51.0	52.1	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q42. can't afford additional overheads



q42. can't afford additional overheads

Q43. Convenience

Statistics

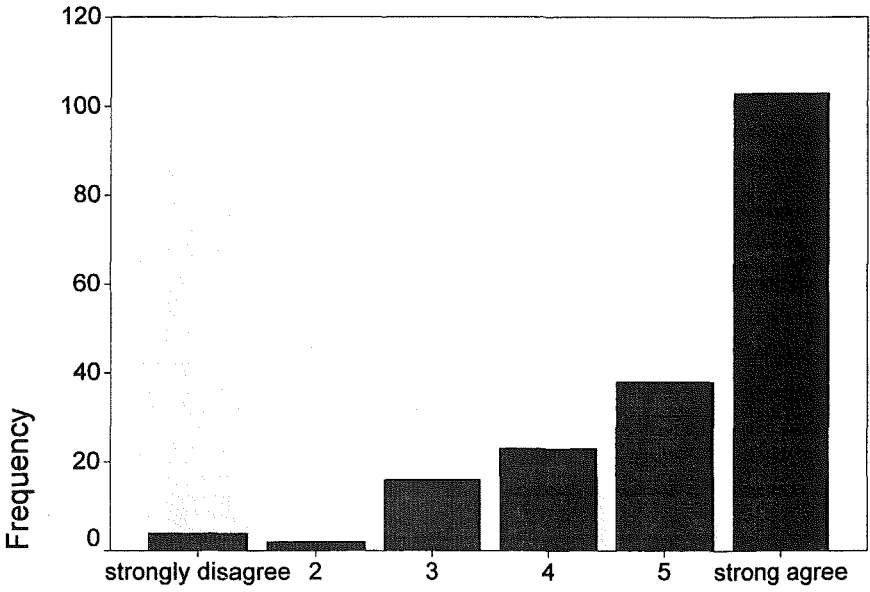
q43. convenience

N	Valid	186
	Missing	8

q43. convenience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	2.1	2.2	2.2
	2	2	1.0	1.1	3.2
	3	16	8.2	8.6	11.8
	4	23	11.9	12.4	24.2
	5	38	19.6	20.4	44.6
	strong agree	103	53.1	55.4	100.0
	Total	186	95.9	100.0	
Missing	9	8	4.1		
Total		194	100.0		

q43. convenience



q43. convenience

Q44. Just starting out and testing the market

Statistics

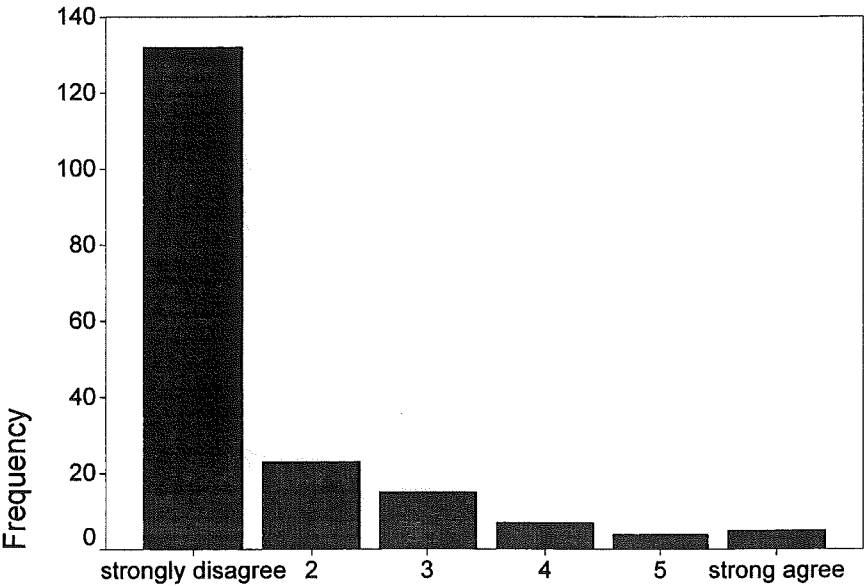
q44. just starting and testing the market

N	Valid	186
	Missing	8

q44. just starting and testing the market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	132	68.0	71.0	71.0
	2	23	11.9	12.4	83.3
	3	15	7.7	8.1	91.4
	4	7	3.6	3.8	95.2
	5	4	2.1	2.2	97.3
	strong agree	5	2.6	2.7	100.0
	Total	186	95.9	100.0	
Missing	9	8	4.1		
Total		194	100.0		

q44. just starting and testing the market



q44. just starting and testing the market

Q45. Do not want the pressure of rent or mortgage

Statistics

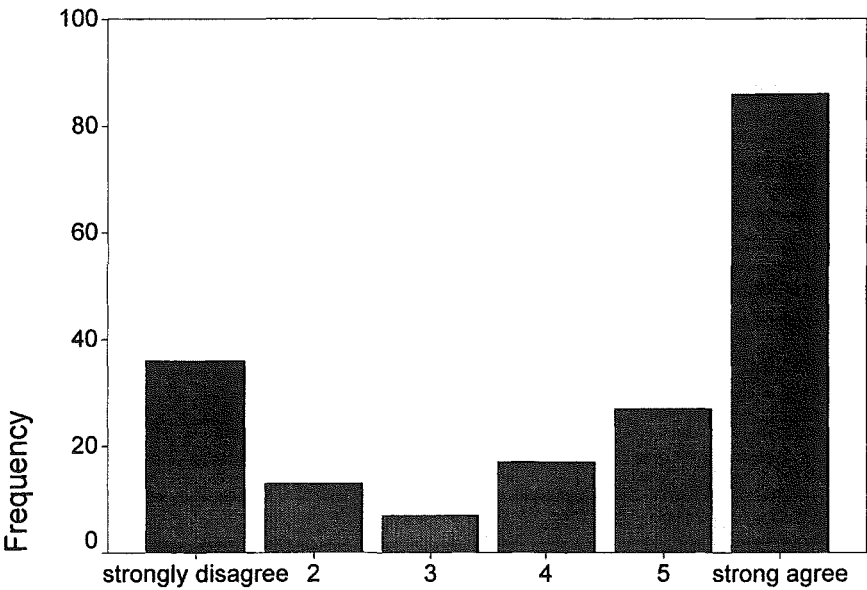
q45. don't want the pressure of rent or mortgage

N	Valid	186
	Missing	8

q45. don't want the pressure of rent or mortgage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	36	18.6	19.4	19.4
	2	13	6.7	7.0	26.3
	3	7	3.6	3.8	30.1
	4	17	8.8	9.1	39.2
	5	27	13.9	14.5	53.8
	strong agree	86	44.3	46.2	100.0
	Total	186	95.9	100.0	
Missing	9	8	4.1		
Total		194	100.0		

q45. don't want the pressure of rent or moi



q45. don't want the pressure of rent or mortgage

Q46. Want to stay small

Statistics

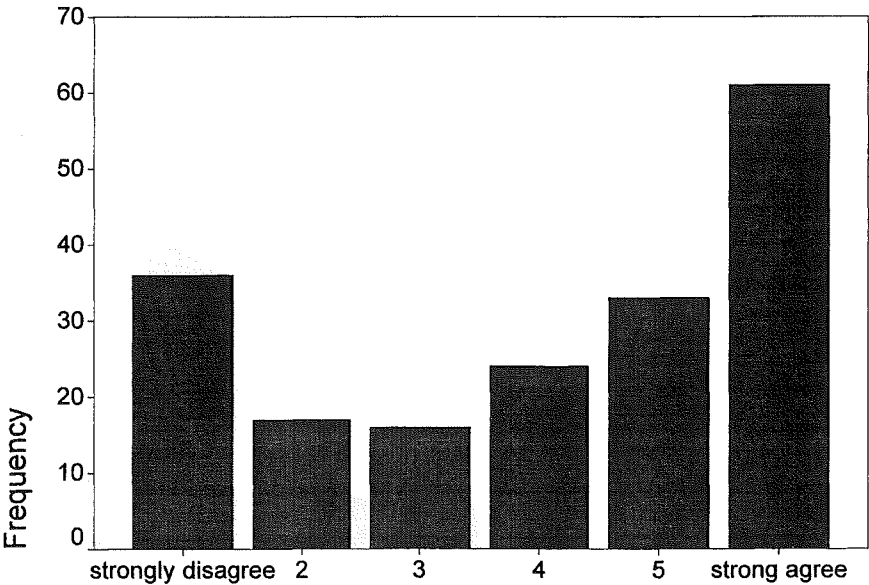
q46. want to stay small

N	Valid	187
	Missing	7

q46. want to stay small

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	36	18.6	19.3	19.3
	2	17	8.8	9.1	28.3
	3	16	8.2	8.6	36.9
	4	24	12.4	12.8	49.7
	5	33	17.0	17.6	67.4
	strong agree	61	31.4	32.6	100.0
	Total	187	96.4	100.0	
Missing	9	7	3.6		
Total		194	100.0		

q46. want to stay small



q46. want to stay small

Q47. Always worked from home

Statistics

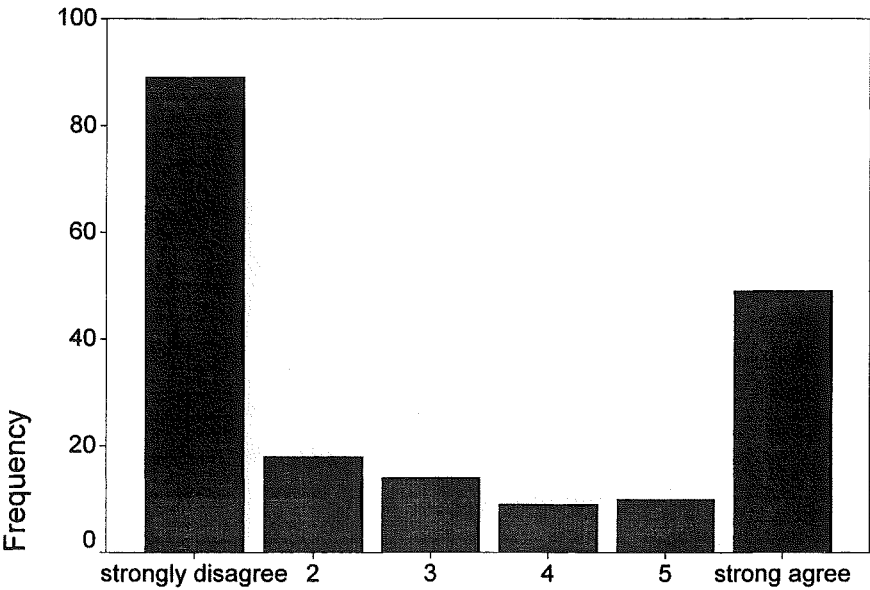
q47. always worked from home

N	Valid	189
	Missing	5

q47. always worked from home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	89	45.9	47.1	47.1
	2	18	9.3	9.5	56.6
	3	14	7.2	7.4	64.0
	4	9	4.6	4.8	68.8
	5	10	5.2	5.3	74.1
	strong agree	49	25.3	25.9	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q47. always worked from home



q47. always worked from home

Q48. Subcontractor

Statistics

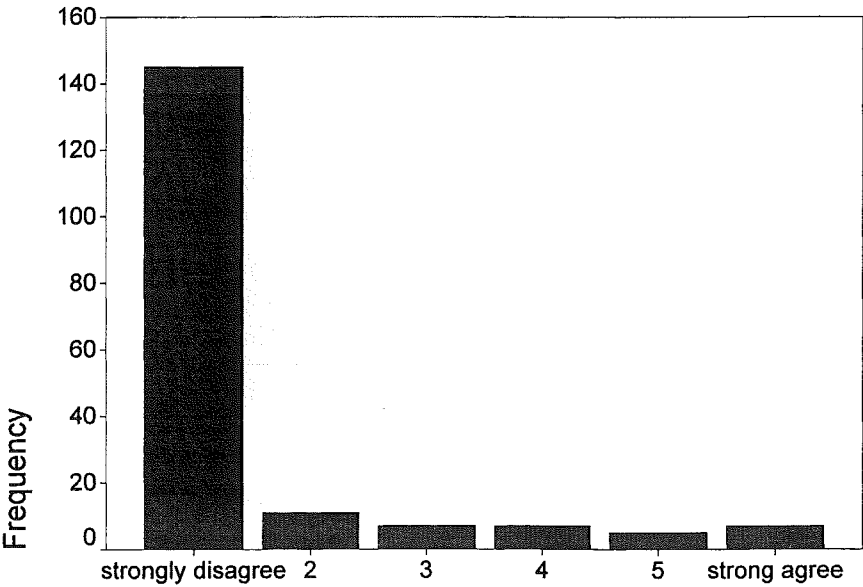
q48. subcontractor

N	Valid	182
	Missing	12

q48. subcontractor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	145	74.7	79.7	79.7
	2	11	5.7	6.0	85.7
	3	7	3.6	3.8	89.6
	4	7	3.6	3.8	93.4
	5	5	2.6	2.7	96.2
	strong agree	7	3.6	3.8	100.0
	Total	182	93.8	100.0	
Missing	9	12	6.2		
Total		194	100.0		

q48. subcontractor



q48. subcontractor

Q 50. Stay home and same size indefinitely

Statistics

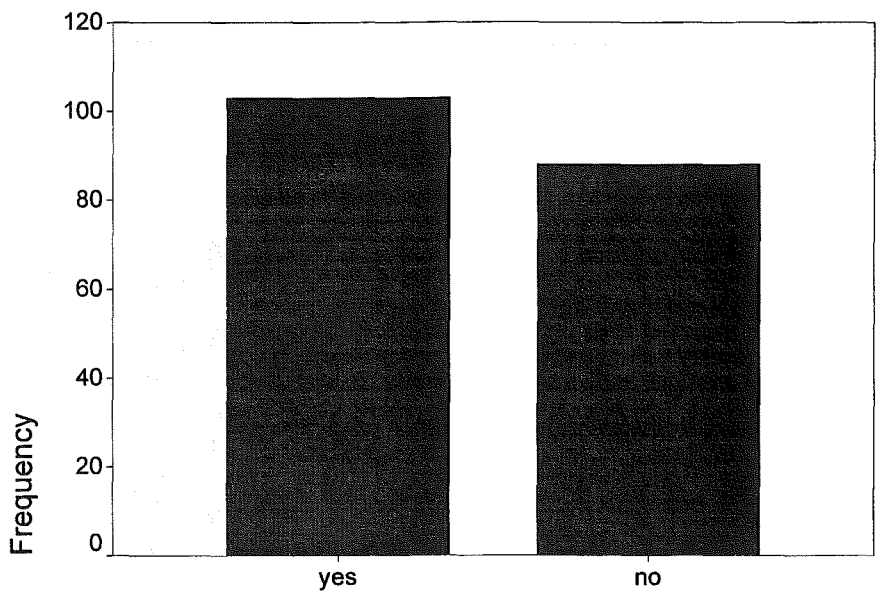
q50. stay home & same rate indefinitely

N	Valid	191
	Missing	3

q50. stay home & same rate indefinitely

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	103	53.1	53.9	53.9
	no	88	45.4	46.1	100.0
	Total	191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		

q50. stay home & same rate indefinitely



q50. stay home & same rate indefinitely

Q51. Stay home and increase turnover

Statistics

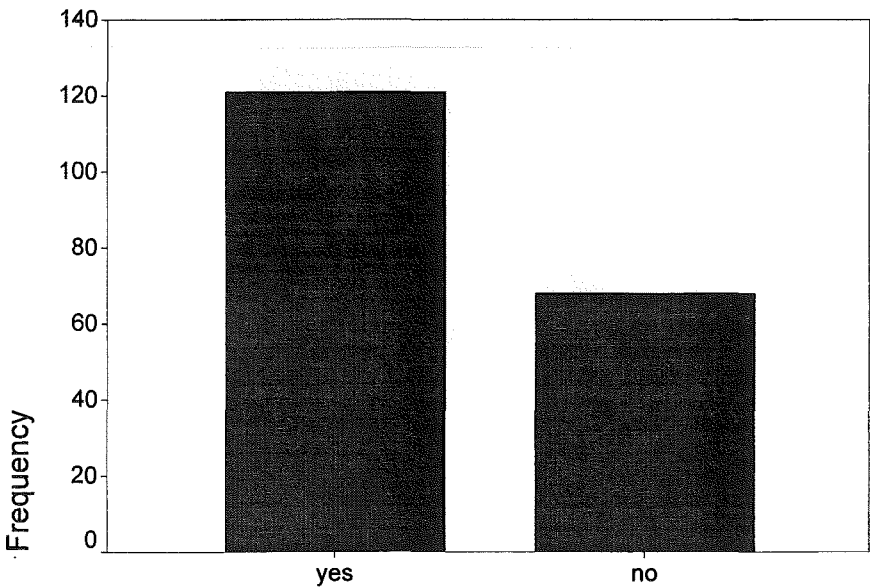
q51. stay home & increase turnover

N	Valid	189
	Missing	5

q51. stay home & increase turnover

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	121	62.4	64.0	64.0
	no	68	35.1	36.0	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q51. stay home & increase turnover



q51. stay home & increase turnover

Q52. Stay home and invest in equipment

Statistics

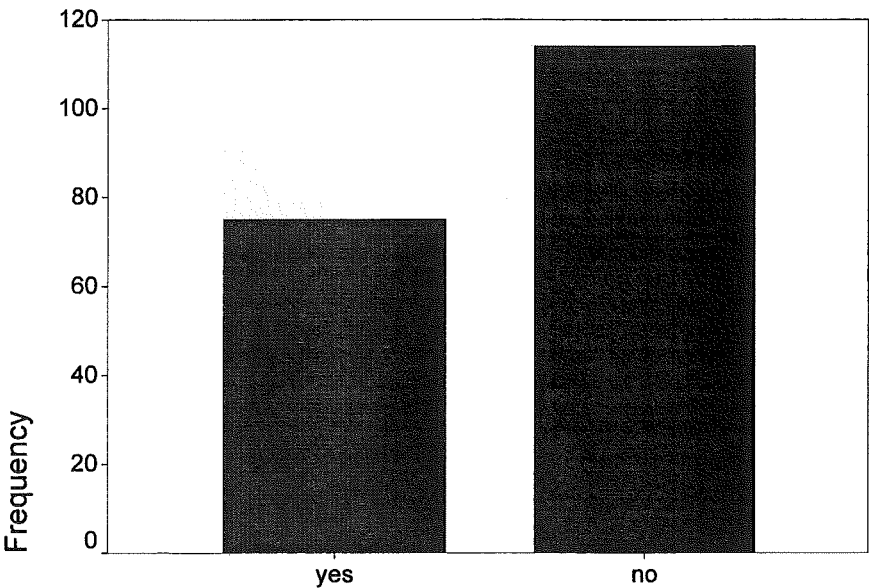
q52. stay home & invest in equipment

N	Valid	189
	Missing	5

q52. stay home & invest in equipment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	75	38.7	39.7	39.7
	no	114	58.8	60.3	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q52. stay home & invest in equipment



q52. stay home & invest in equipment

Q53. Stay home and expand by staff

Statistics

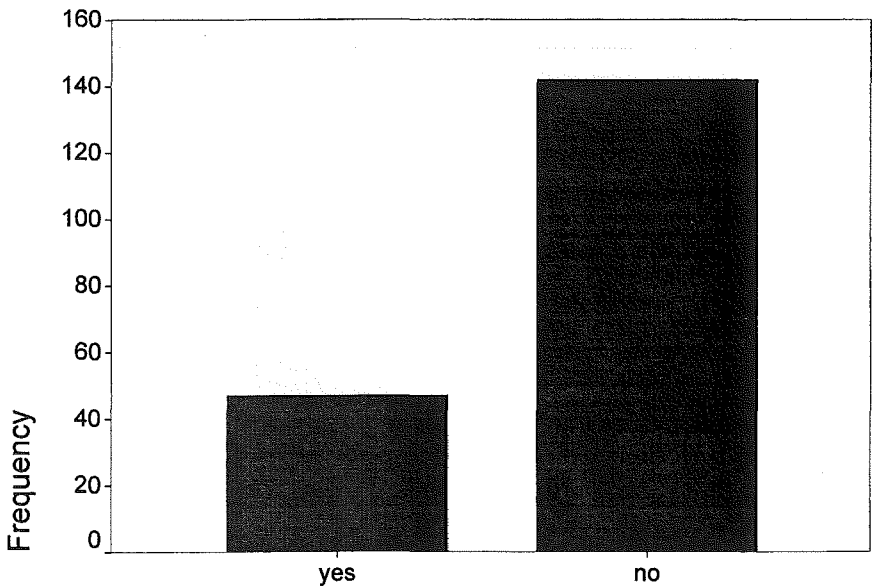
q53. stay home & expand by staff

N	Valid	189
	Missing	5

q53. stay home & expand by staff

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	47	24.2	24.9	24.9
	no	142	73.2	75.1	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q53. stay home & expand by staff



q53. stay home & expand by staff

Q54. Move to commercial premises

Statistics

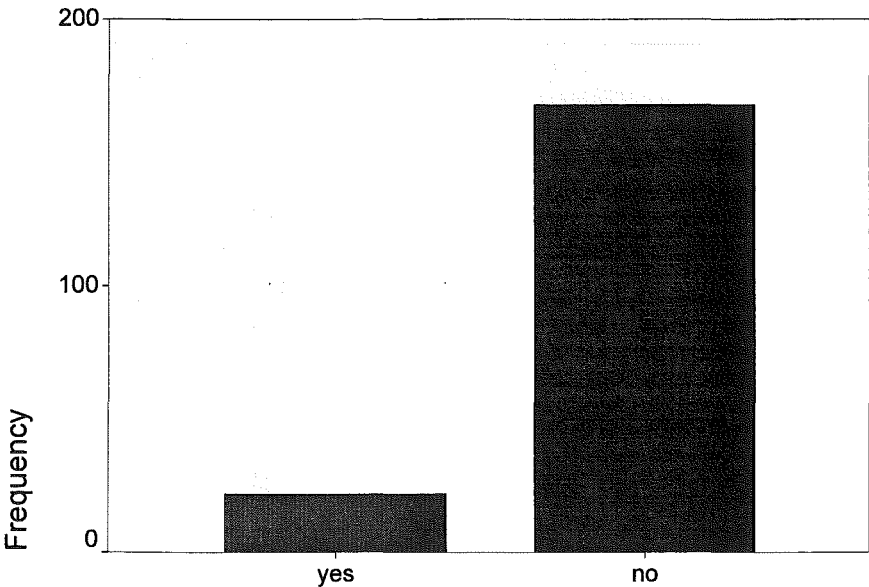
q54. move to commerical premises

N	Valid	190
	Missing	4

q54. move to commerical premises

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	22	11.3	11.6	11.6
	no	168	86.6	88.4	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q54. move to commerical premises



q54. move to commerical premises

Q55. Sell and return to workforce

Statistics

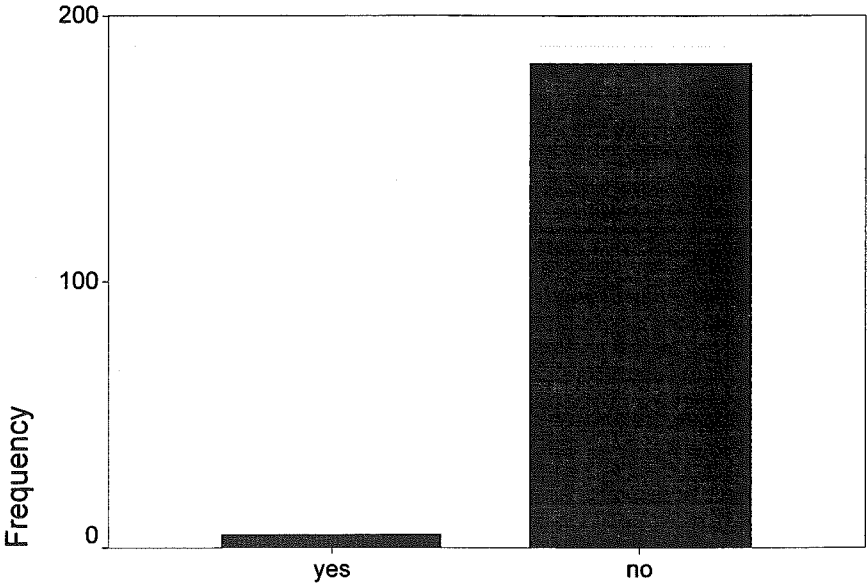
q55. sell & return to workforce

N	Valid	187
	Missing	7

q55. sell & return to workforce

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	5	2.6	2.7	2.7
	no	182	93.8	97.3	100.0
	Total	187	96.4	100.0	
Missing	9	7	3.6		
Total		194	100.0		

q55. sell & return to workforce



q55. sell & return to workforce

Q56. Sell/close no other plans

Statistics

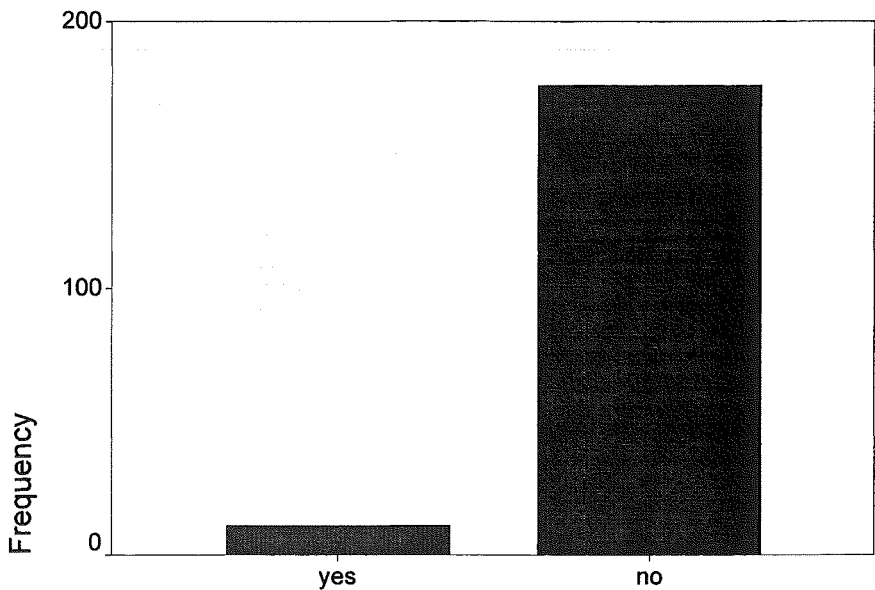
q56. sell/close no other plans

N	Valid	187
	Missing	7

q56. sell/close no other plans

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	11	5.7	5.9	5.9
	no	176	90.7	94.1	100.0
	Total	187	96.4	100.0	
Missing	9	7	3.6		
Total		194	100.0		

q56. sell/close no other plans



q56. sell/close no other plans

Q58. Dealth with coty of Swan re HBB

Statistics

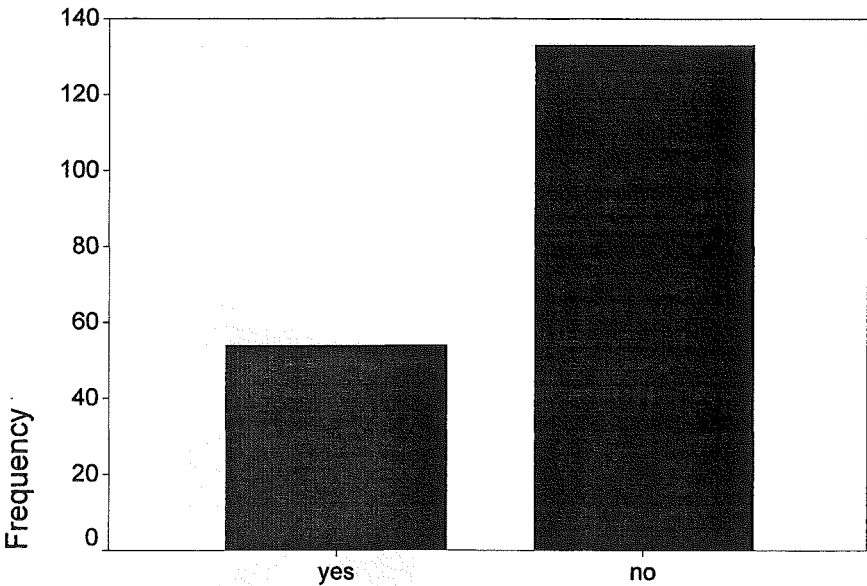
q58. dealt with CoS re HBB

N	Valid	187
	Missing	7

q58. dealt with CoS re HBB

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	54	27.8	28.9	28.9
	no	133	68.6	71.1	100.0
	Total	187	96.4	100.0	
Missing	9	7	3.6		
Total		194	100.0		

q58. dealt with CoS re HBB



q58. dealt with CoS re HBB

Q59. Rate dealings with City of Swan

Statistics

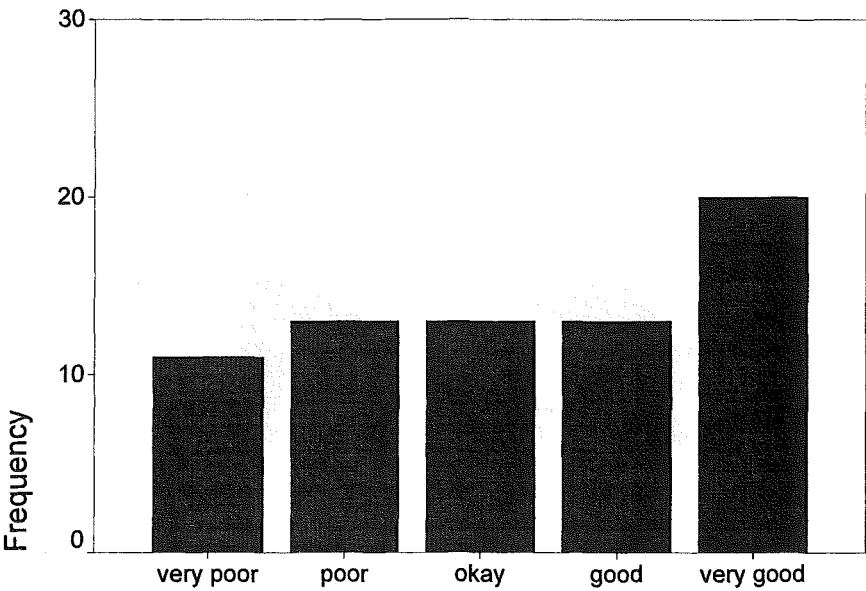
q59. rate dealings with CoS

N	Valid	70
	Missing	124

q59. rate dealings with CoS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very poor	11	5.7	15.7	15.7
	poor	13	6.7	18.6	34.3
	okay	13	6.7	18.6	52.9
	good	13	6.7	18.6	71.4
	very good	20	10.3	28.6	100.0
	Total	70	36.1	100.0	
Missing	9	124	63.9		
Total		194	100.0		

q59. rate dealings with CoS



q59. rate dealings with CoS

Q60. Know about City of Swans HBB guidelines

Statistics

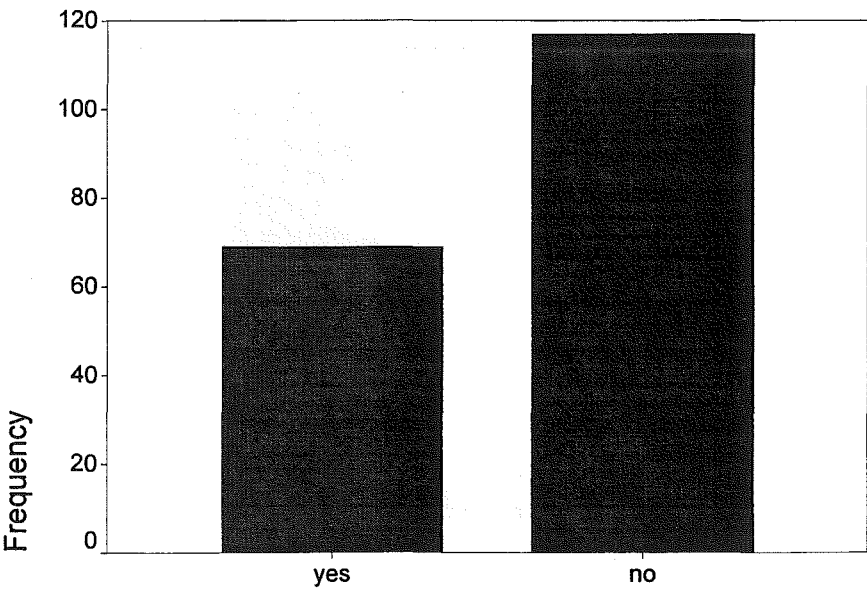
q60. know about CoSs HBB guidelines

N	Valid	186
	Missing	8

q60. know about CoSs HBB guidelines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	69	35.6	37.1	37.1
	no	117	60.3	62.9	100.0
	Total	186	95.9	100.0	
Missing	9	8	4.1		
Total		194	100.0		

q60. know about CoSs HBB guidelines



q60. know about CoSs HBB guidelines

Q60a. Do the guidelines meet HBB needs

Statistics

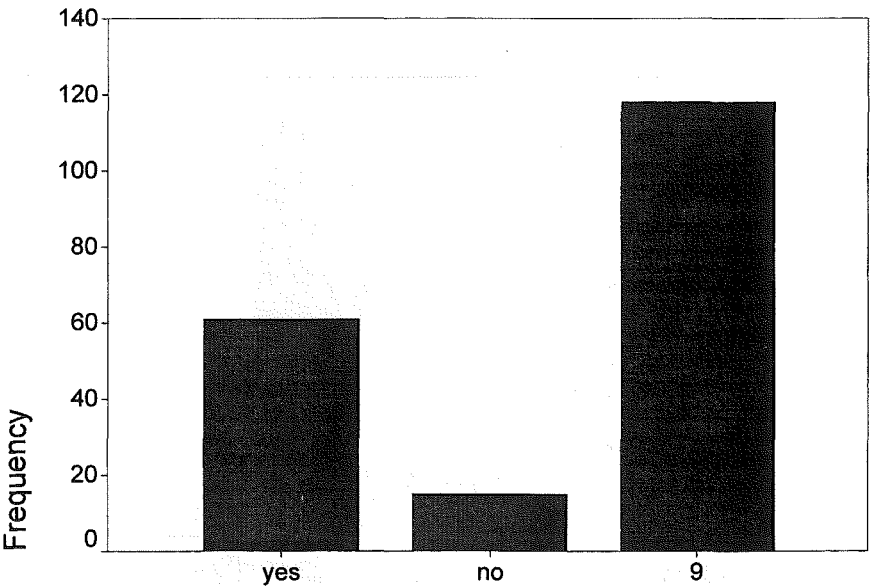
q60a. do the guidelines meet HBB needs

N	Valid	194
	Missing	0

q60a. do the guidelines meet HBB needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	61	31.4	31.4	31.4
	no	15	7.7	7.7	39.2
	9	118	60.8	60.8	100.0
Total		194	100.0	100.0	

q60a. do the guidelines meet HBB needs



q60a. do the guidelines meet HBB needs

Q61. Dedicated business space at home

Statistics

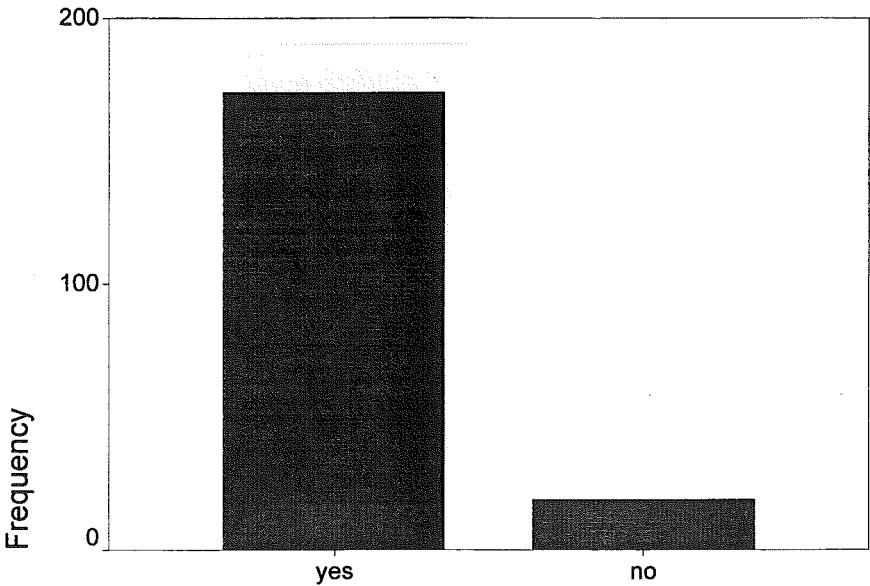
q61. dedicated business space at home

N	Valid	191
	Missing	3

q61. dedicated business space at home

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	172	88.7	90.1	90.1
	no	19	9.8	9.9	100.0
	Total	191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		

q61. dedicated business space at home



q61. dedicated business space at home

Q62. Convert an existing room

Statistics

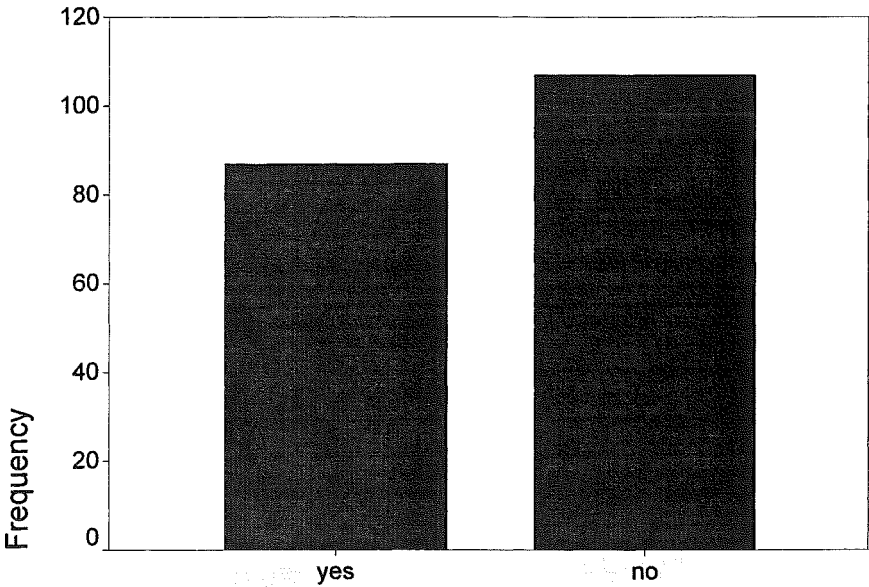
q62. convert an existing room

N	Valid	194
	Missing	0

q62. convert an existing room

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	87	44.8	44.8	44.8
	no	107	55.2	55.2	100.0
	Total	194	100.0	100.0	

q62. convert an existing room



q62. convert an existing room

Q63. Build an additional room/workspace

Statistics

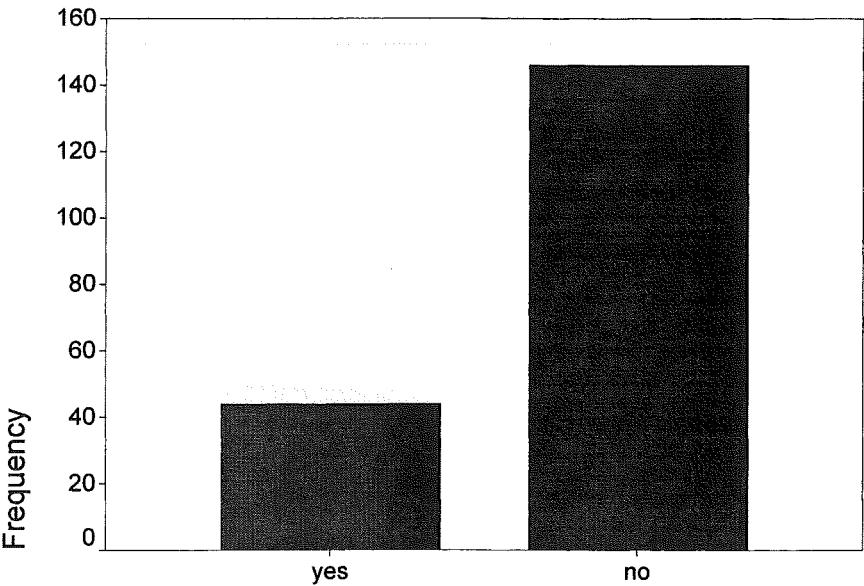
q63. build an additional room/workspace

N	Valid	190
	Missing	4

q63. build an additional room/workspace

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	44	22.7	23.2	23.2
	no	146	75.3	76.8	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q63. build an additional room/workspace



q63. build an additional room/workspace

Q64. Use Internet for business purposes

Statistics

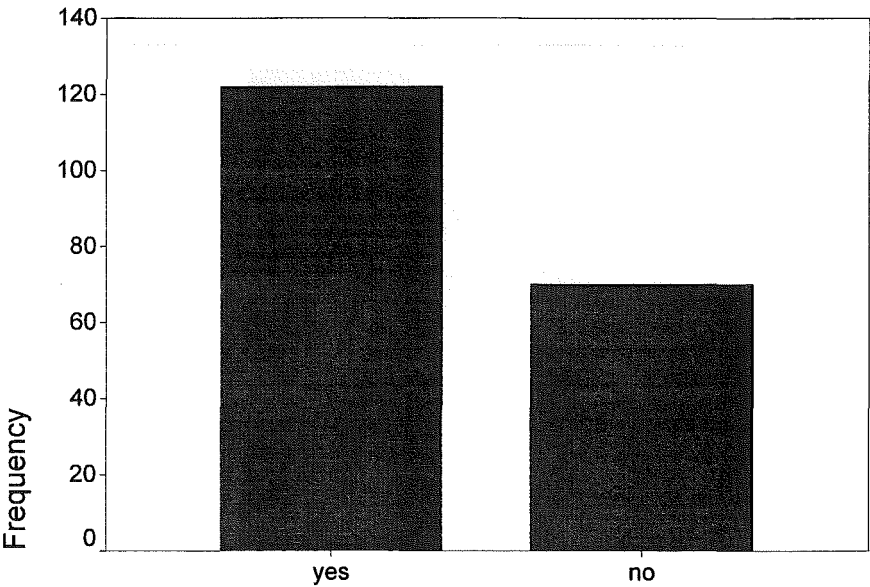
q64. use internet for business purposes

N	Valid	192
	Missing	2

q64. use internet for business purposes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	122	62.9	63.5	63.5
	no	70	36.1	36.5	100.0
	Total	192	99.0	100.0	
Missing	9	2	1.0		
Total		194	100.0		

q64. use internet for business purposes



q64. use internet for business purposes

Q65. Business mail address

Statistics

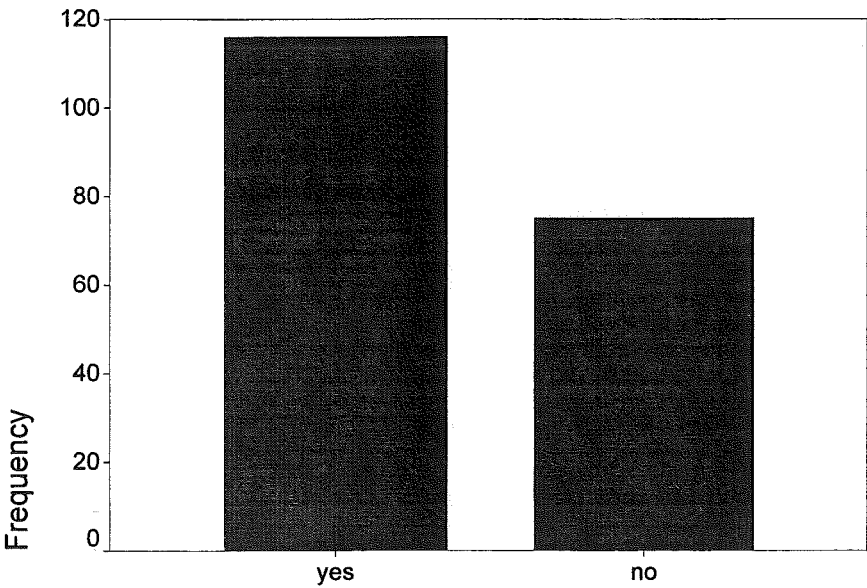
q65. business email address

N	Valid	191
	Missing	3

q65. business email address

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	116	59.8	60.7	60.7
	no	75	38.7	39.3	100.0
	Total	191	98.5	100.0	
Missing	9	3	1.5		
Total		194	100.0		

q65. business email address



q65. business email address

Q66. Business webpage

Statistics

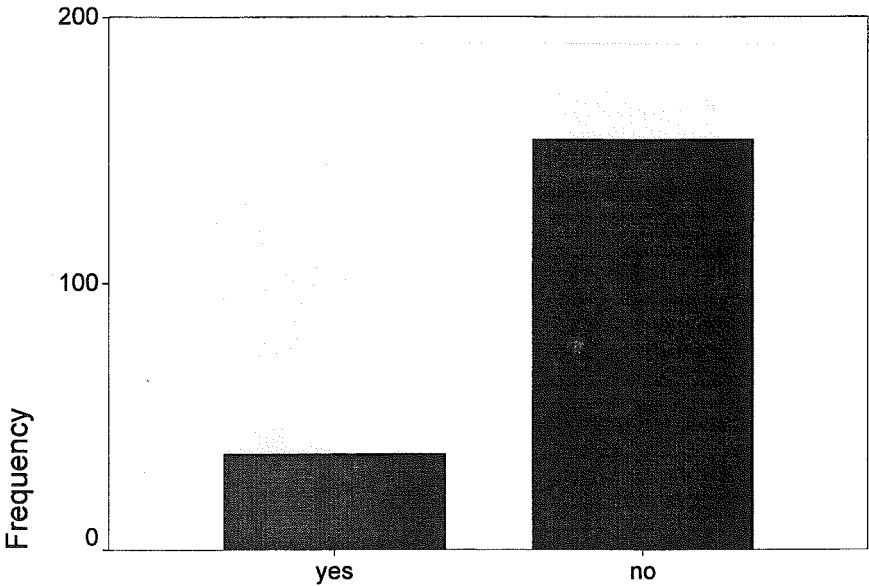
q66. business webpage

N	Valid	190
	Missing	4

q66. business webpage

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	36	18.6	18.9	18.9
	no	154	79.4	81.1	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q66. business webpage



q66. business webpage

Q67. Prior formal business training

Statistics

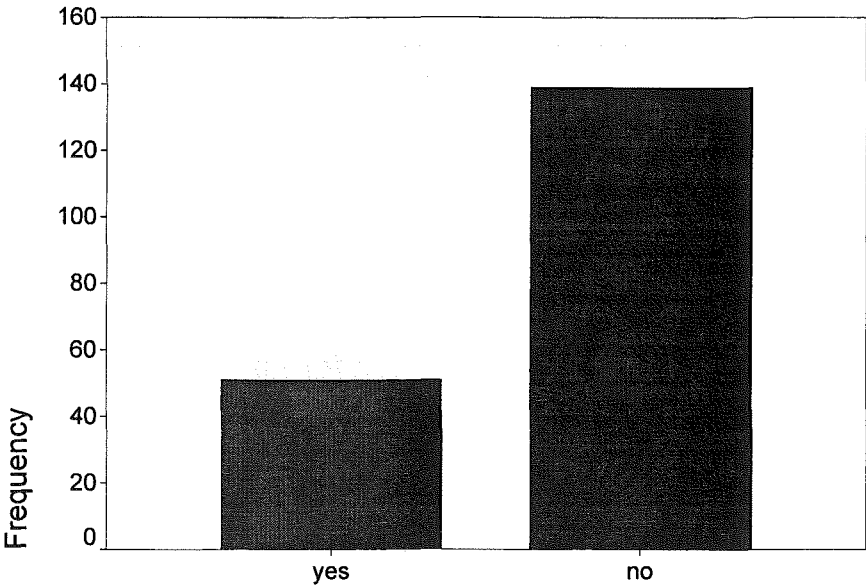
q67. prior formal business training

N	Valid	190
	Missing	4

q67. prior formal business training

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	51	26.3	26.8	26.8
	no	139	71.6	73.2	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q67. prior formal business training



q67. prior formal business training

Q68. Know about BEC's

Statistics

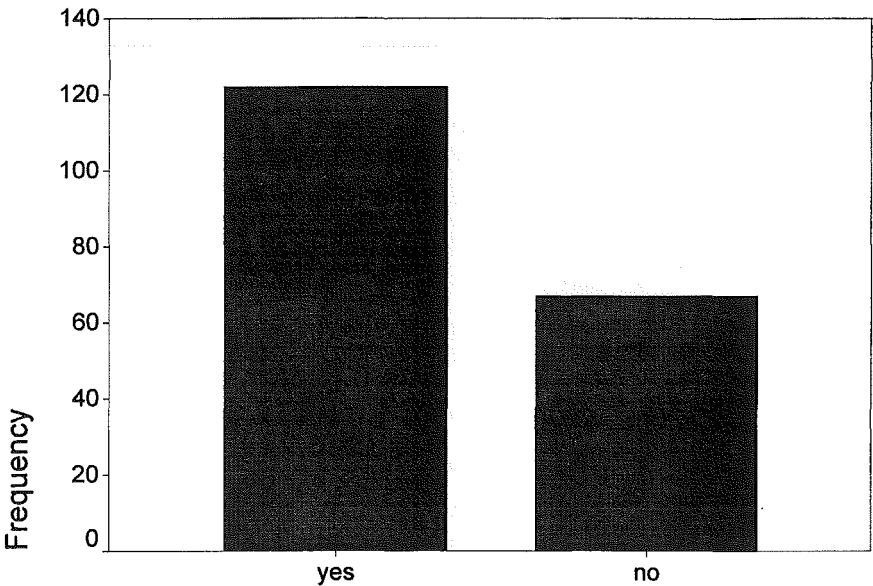
q68. know about BECs

N	Valid	189
	Missing	5

q68. know about BECs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	122	62.9	64.6	64.6
	no	67	34.5	35.4	100.0
	Total	189	97.4	100.0	
Missing	9	5	2.6		
Total		194	100.0		

q68. know about BECs



q68. know about BECs

Q68a. Used a BEC

Statistics

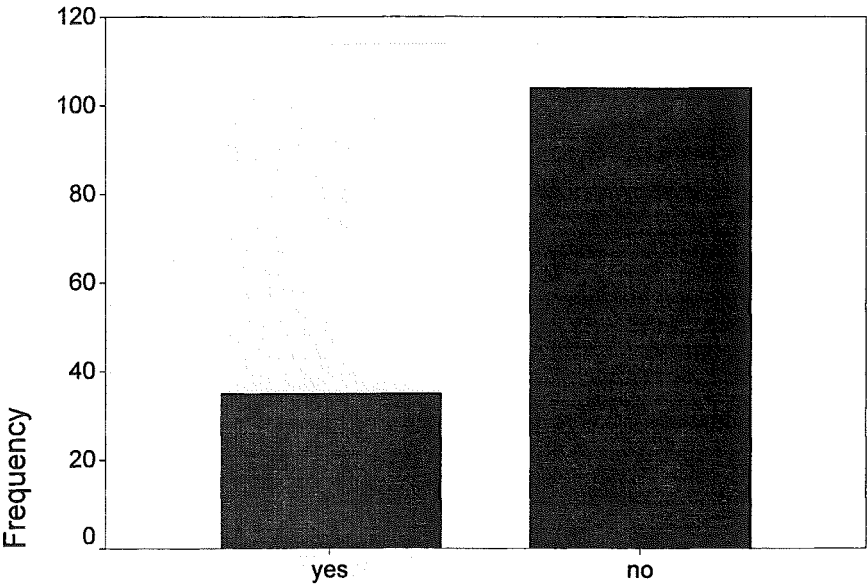
q68a. used a BEC

N	Valid	139
	Missing	55

q68a. used a BEC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	35	18.0	25.2	25.2
	no	104	53.6	74.8	100.0
	Total	139	71.6	100.0	
Missing	9	55	28.4		
Total		194	100.0		

q68a. used a BEC



q68a. used a BEC

Q69. Gender

Statistics

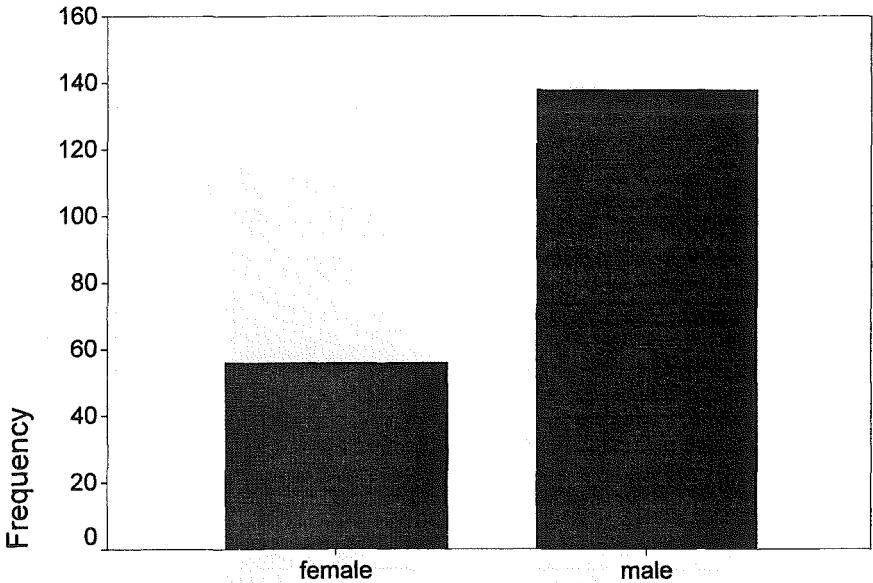
q69. gender

N	Valid	194
	Missing	0

q69. gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	56	28.9	28.9	28.9
	male	138	71.1	71.1	100.0
	Total	194	100.0	100.0	

q69. gender



q69. gender

Q70. Age

Statistics

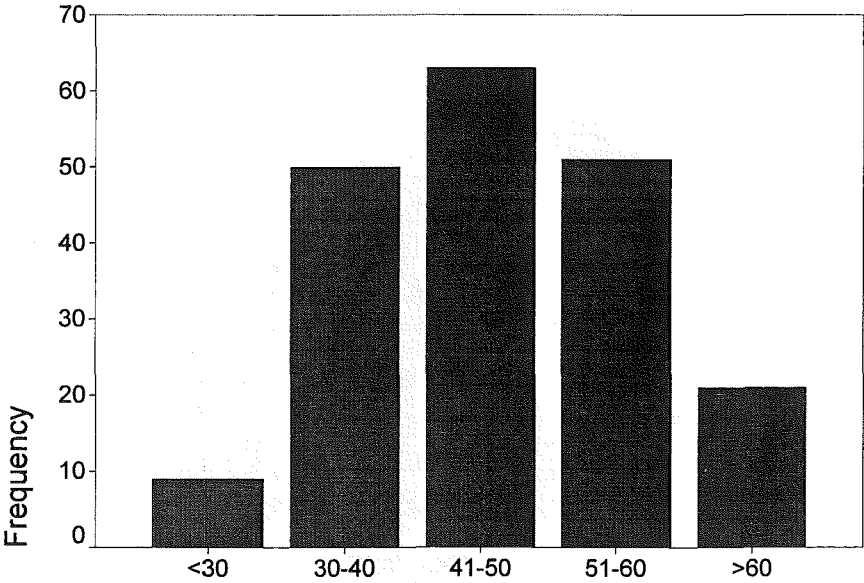
q70. age

N	Valid	194
	Missing	0

q70. age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<30	9	4.6	4.6	4.6
	30-40	50	25.8	25.8	30.4
	41-50	63	32.5	32.5	62.9
	51-60	51	26.3	26.3	89.2
	>60	21	10.8	10.8	100.0
	Total	194	100.0	100.0	

q70. age



q70. age

Q71. Any children

Statistics

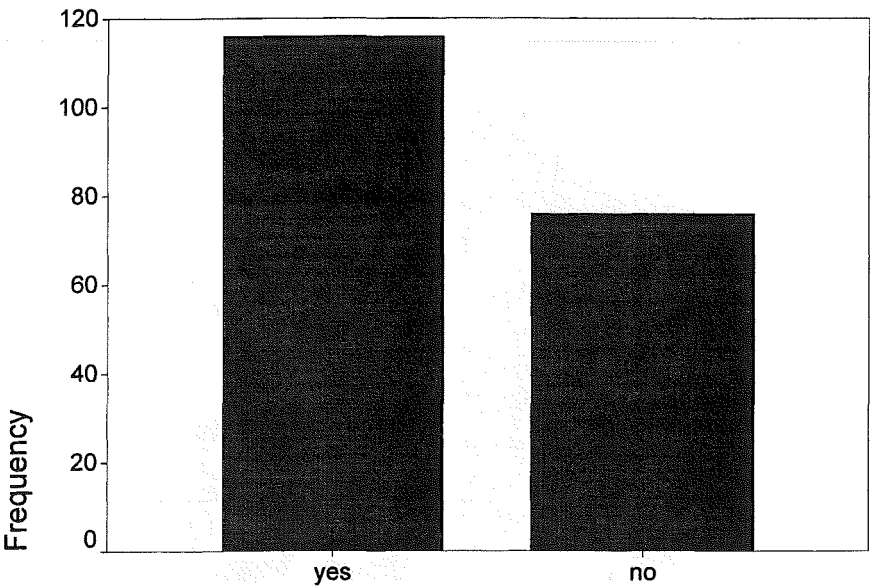
q71. any children

N	Valid	192
	Missing	2

q71. any children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	116	59.8	60.4	60.4
	no	76	39.2	39.6	100.0
	Total	192	99.0	100.0	
Missing	9	2	1.0		
Total		194	100.0		

q71. any children



q71. any children

Q72. Age of children

Statistics

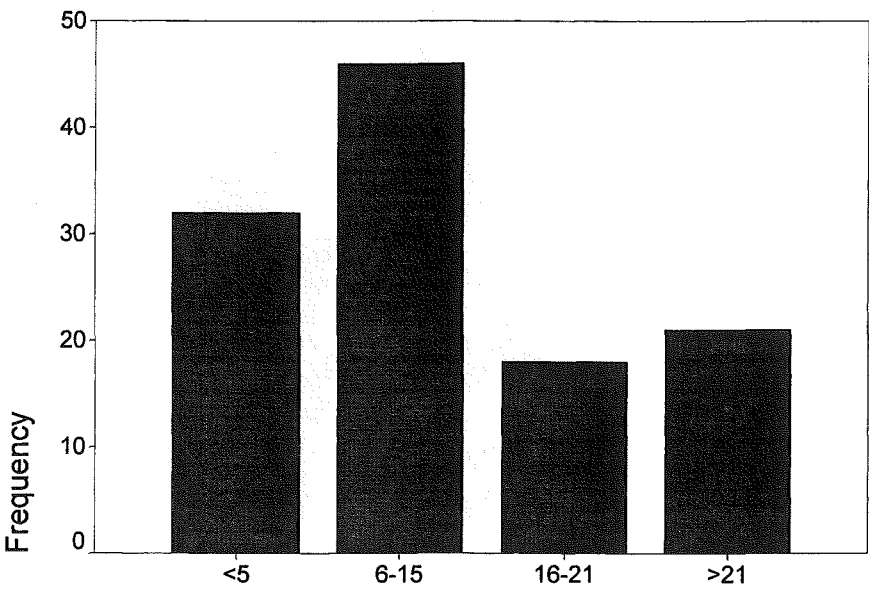
q72. age of children

N	Valid	117
	Missing	77

q72. age of children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<5	32	16.5	27.4	27.4
	6-15	46	23.7	39.3	66.7
	16-21	18	9.3	15.4	82.1
	>21	21	10.8	17.9	100.0
	Total	117	60.3	100.0	
Missing	9	77	39.7		
Total		194	100.0		

q72. age of children



q72. age of children

Q73. Household status

Statistics

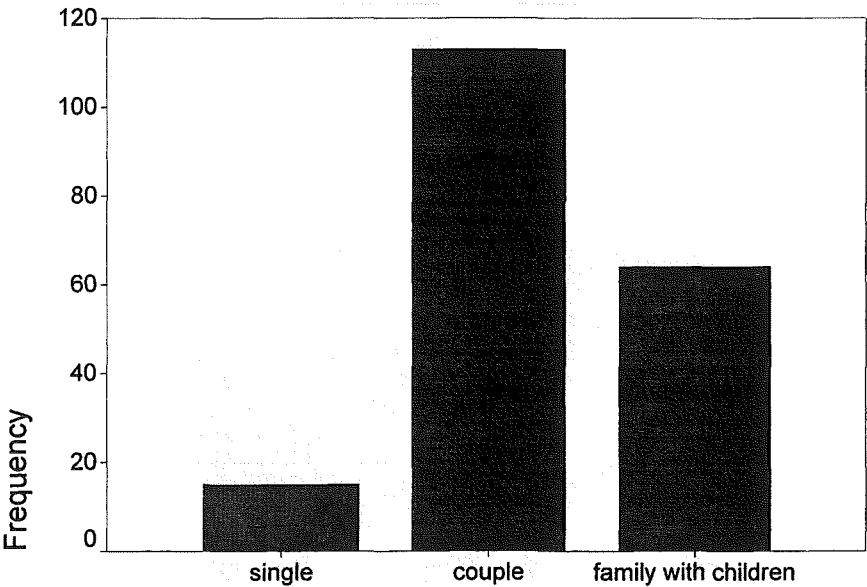
q73. household status

N	Valid	192
	Missing	2

q73. household status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	15	7.7	7.8	7.8
	couple	113	58.2	58.9	66.7
	family with children	64	33.0	33.3	100.0
	Total	192	99.0	100.0	
Missing	9	2	1.0		
Total		194	100.0		

q73. household status



q73. household status

Q74. Education

Statistics

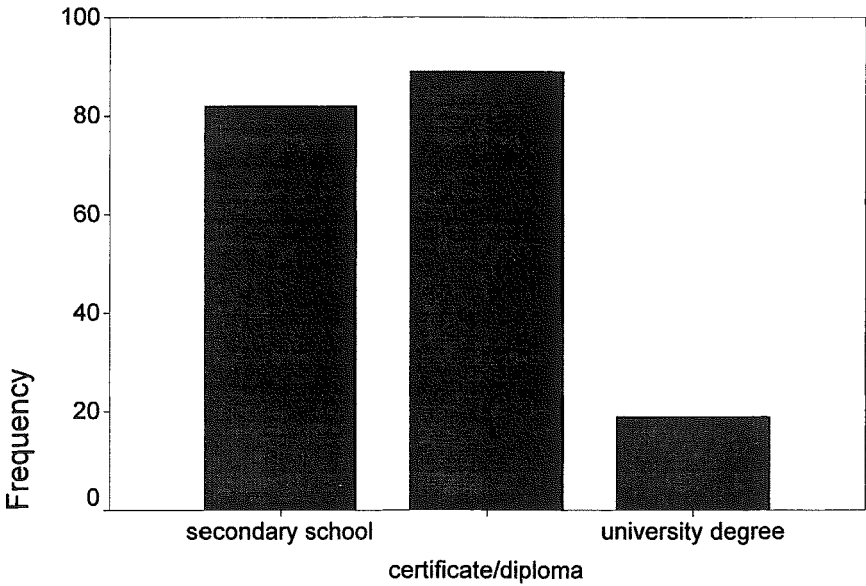
q74. education

N	Valid	190
	Missing	4

q74. education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary school	82	42.3	43.2	43.2
	certificate/diploma	89	45.9	46.8	90.0
	university degree	19	9.8	10.0	100.0
	Total	190	97.9	100.0	
Missing	9	4	2.1		
Total		194	100.0		

q74. education



q74. education

Q75. Last job prior to starting the business

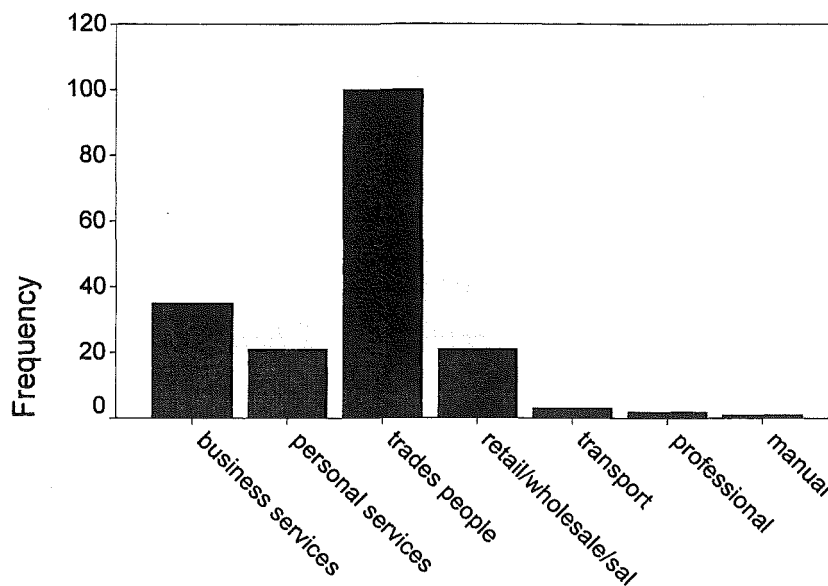
Statistics

q75. last job prior to starting the business

N	Valid	183
	Missing	11

q75. last job prior to starting the business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	business services	35	18.0	19.1	19.1
	personal services	21	10.8	11.5	30.6
	trades people	100	51.5	54.6	85.2
	retail/wholesale/sales	21	10.8	11.5	96.7
	transport	3	1.5	1.6	98.4
	professional	2	1.0	1.1	99.5
	manual	1	.5	.5	100.0
	Total	183	94.3	100.0	
Missing	9	11	5.7		
Total		194	100.0		



q75. last job prior to starting the business